

# Proposed Master Code Approved With Heavy Majority By Dealers

## Codes By April 1 Is Aim, Dealer Delegates Informed

### THEY HELPED FORM MASTER RETAIL CODE

## Opposition Comes From Few Who Hold Discussions Needed

Sections of Merchants' Convention Discuss Regulations

### SYSTEM IS FAVORED

General Stores, Hardware, Hair-Dressers Among Supporters

Bringing of codes into effect on April 1 next is the hope of Hon. E. C. Manning, minister of trade and industry, it was stated at a meeting of the general stores section of the Alberta Retail Merchants' association at the Macdonald Tuesday night. Members from various parts of the province attended.

Approval of steps being taken to formulate codes under the master retail code favored at the general meeting earlier in the day, was given by at least four sections on Tuesday night.

These were: general stores, hardware, furniture and hair-dressers. A number of other trade sections also held meetings but met behind closed doors. It was stated that reports of various trade sections would be made to the provincial Retail Merchants' convention Wednesday.

G. W. Hazlett acted as chairman of the general stores section meeting, attended by around 100.

"There is no limit to the number of lines a general store can carry," he said in answer to a question.

O. Brindley, Edmonton, said he had been a general merchant here for 25 years. He thought the general store classification should be province-wide, as there were problems here as well as in rural points.

Explaining the classifications, Mr. Hazlett said a grocer would have to take out a second license to sell feed, if there also was a feed store operating in that centre.

"I would have to take out five licenses at my store," the chairman remarked.

### \$70,000 Revenue

W. W. Sharpe, Stettler, pointing out that Mr. MacKay had stated there were 10,000 store units in the province, asked what was going to be done with a revenue of from \$60,000 to \$70,000 from memberships. During the past year, \$13,000 had been sufficient to run the organization.

Mr. Hazlett—"The committee felt that we should not stint in giving the merchants adequate service. If there is too large a surplus after the first year, it can be reduced."

R. J. Gaunt, solicitor for the Trade and Industry department, said there would not be \$60,000 to spend. For example, the \$1 license would go to the government to help maintain the department. If someone could estimate what the membership fees would yield, there

### CASE OF SMALLPOX OCCURS IN CALGARY

Health Authorities on Guard Against Spread

Smallpox, once a dread scourge but now a rare disease in this country, has reappeared in Alberta after a long absence, it was announced by Dr. R. B. Jenkins, city medical health officer. One case of the disease has been reported in Calgary and health authorities are on the lookout lest it spread here.

Records show there have been no cases of smallpox in Edmonton for five years. In 1931 there was a brief outbreak of 20 cases.

several other speakers, as to government officials dictating where people on relief should get this assistance. It was felt that the relief recipient should have the right to say where he wished to get his relief.

### Hardware Approves

Code for the hardware section was approved at a representative meeting of dealers and it was agreed that an association be formed to be known as the retail section of hardware and sporting goods for northern Alberta, working in conjunction with the central council. P. A. Thomson was named president, E. G. Johns, Red Deer, vice-president, and William Dawson, secretary.

Meeting approved that hardware firms be assessed license fees on the basis of the proposed code.

It was agreed that the following items be classified as subject to a \$1 tax in all stores handling hardware merchandise in the province, should the code be put into effect: Baggage, harness and parts, china and crockery, electrical supplies and appliances, dry goods, seeds and poultry supplies, music and radios, sporting goods, gunsmith equipment, as well as the following classifications common to ordinary hardware stores: paints, oil, glass, wall paper and brushes.

Toys, it was pointed out, would be left loose because it is a seasonable commodity in demand possibly two months of the year.

### No Furniture Meet

Approval of the master code was expressed by the furniture section through its chairman, T. H. Campbell, although the section held no meeting. Mr. Campbell said he conferred with several interested furniture men individually and that agreement was reached without holding the meeting.

Resolution approving the proposed code, endorsing the work of the advisory committee and approving immediate action to circulate all hair-dressers in the province to obtain their approval of



HON. E. C. MANNING



T. H. CAMPBELL



GEORGE W. HAZLETT



A. C. MACKAY

Approval of the general terms of the proposed master code to govern the retail trade in Alberta was given by over 300 delegates attending the Alberta Retail Merchants' association convention in the Macdonald, Tuesday. Above are some of those who have played a leading part in the master code's formation. A. C. MacKay, secretary of the association,

and chairman of the advisory board appointed by the government to draw up the code, has been engaged in the task for two years. Hon. E. C. Manning, minister of trade and industry, will give the final stamp of approval to the proposed code before it becomes law. Two members of the retail advisory committee of 12 are T. H. Campbell, furniture section, and George Hazlett, general stores and grocers section.

## Text of Proposed Master Code For Alberta

Subject to revisions before it is finally approved by the special advisory committee, here is the draft master code which was submitted to the general meeting of merchants in connection with the Alberta Retail Merchants' convention at the Macdonald, Tuesday.

A. C. MacKay, provincial secretary of the R.M.A. and chairman of the advisory committee, who submitted the code, which was taken up clause by clause, said it was not the final word by any means. Consideration had been given up to clause five while other sections had not been advanced to that stage. When finally approved by the advisory committee, the code will be recommended to the minister of trade and industry for approval.

### ARTICLE 1

1. To effectuate the provisions of chapter 33, statutes of Alberta 1934, entitled "The Department of Trade and Industry Act," hereinafter sometimes referred to as "The Trade and Industry Act," the following provisions are established as a code of fair competition and business practice for the retail trade in and for the province of Alberta under and pursuant to the trade and industry act.

2. The regulations contained herein shall be binding upon all classes of the retail trade within the province of Alberta.

3. It is further provided that without restricting the generality of the foregoing any class of the

retail trade shall be subject to the provisions of this code, and shall be sold, and such price when set, pursuant to the authority given under the trade and industry act, shall become part of the code provisions.

### ARTICLE 3

#### Organization and Administration

1. To better facilitate the administration of this general retail code all classifications of the retail trade shall be organized into a provincial association. It is further provided that each classification of business within the retail trade may organize as a trade section of the provincial association with duly elected officers and executive committee. It is further provided that the president of each trade section so organized shall represent such trade section as a director on the executive committee of the provincial association.

2. Each executive committee shall upon the complaint of any person affected, report complaint to the provincial secretary and it shall be the duty of such secretary to make an immediate investigation as to the functioning and observance of this code and report the results of such investigation to the minister.

### ARTICLE 4

#### Registration

1. For the purpose of identification and the simplifying of the administration of this code, every

retailer shall use advertising or publicity material either printed, pictured, radio, or in any form which is inaccurate, misleading, or which misrepresents facts relative to goods or merchandise for sale, including use, trade mark, grade, quality, quantity, size, origin, material, content, preparation, curative or therapeutic, effects, credit terms of sale, values, policies or services.

### ARTICLE 6

#### Unfair Competition and Trade Practices

1. No retailer shall use advertising or publicity material either printed, pictured, radio, or in any form which is inaccurate, misleading, or which misrepresents facts relative to goods or merchandise for sale, including use, trade mark, grade, quality, quantity, size, origin, material, content, preparation, curative or therapeutic, effects, credit terms of sale, values, policies or services.

2. No retailer shall use or permit any employee or agent to use selling methods which deceive or tend to deceive or mislead consumers.

3. No retailer shall use or permit any employee or agent to use advertising in any form, verbal or otherwise, which refers inaccurately in any material particular to any other retailer, his merchandise, price, values, credit terms of selling, policies, or services or which indicates a claim, policy, or practice of underselling competitors.

4. The use of "loss leaders" is hereby declared to be an unfair trade practice and is prohibited.

5. No retailer shall give anything of value to the employee or agent

apart from any goods which do not form a part of the bankrupt stock.

11. Notwithstanding the provisions of this section, any retailer discontinuing in business, may upon application to the minister under the department of trade and industry act, obtain a permit to conduct a close-out sale.

12. While it is recognized that the principle of combination of offers of goods is good merchandising policy, yet the practice of combining a well known brand of merchandise at a low selling price with an inferior brand of merchandise at a high selling price in order to obtain a greater profit on the inferior commodity at the expense of the high quality product is considered an unfair trade practice and is prohibited.

### ARTICLE 7. LABOR

1. Employees or retailers in all branches or sections of retail trade, shall have the right to organize and or become affiliated with any retail employees' association and shall be free from interference, restraint, coercion, on the part of their employers or agents of their employers.

2. No employee of any retailer and no one seeking employment in the retail trade shall be required, as a condition of employment to join any company, union or association or to refrain from joining, organizing, or assisting any labor organization of his own choosing.

3. All retailers shall comply with provincial laws regarding hours of

## Opposition Comes From Few Who Hold Discussions Needed

Most of 300 Merchants at Convention in Favor of Plan

### TRADE ACT CHANGE

Mail Order Business From Outside to Be Regulated

(Continued from Page 1)

ment in connection with code legislation. "If they don't like it and go to the federal government, claiming that such action here is ultra vires, the premier will take the stand that they will have to show us the province can't regulate this business and take it to the courts. And I think he is right.

"I think that the government of today has a little more courage than the government of yesterday," said Mr. MacKay.

### License Fee \$1

Mr. MacKay told the meeting which was held in the main dining room of the hotel owing to the large attendance, that the suggested license charge for the different classifications had been approved at \$1.

The association membership fee to provide for the supervision and enforcement of regulations had been recommended as follows:

(a) All stores operated by a proprietor without hired help will be recognized as being in the minimum class and will pay an annual membership fee to the association of \$5.

(b) All stores operated with the number of employees not exceeding five would be in the medium class and will contribute an annual fee of \$7.50.

(c) All stores employing over five assistants will pay a maximum fee of \$10.

In all cases delivery boys would be exempt in arriving at the number of employees.

Also, said Mr. MacKay, there was a suggestion to have four classifications to be graduated as follows: minimum, \$3; second class, \$7; third class, \$10; maximum, \$15. Still another suggestion was to adopt a scale of \$5, \$10, \$15 and \$20.

"What protection will a merchant get after he takes out the license?" the speaker was asked.

The formulating of codes would put an end to detrimental competition in the business and also provide for minimum wages, the secretary replied.

"What are the penalties?" a merchant asked.

"The first penalty would be a warning. A merchant would be given a reasonable time to mend his ways," the speaker answered.

### BROKER COMMITTED

VICTORIA, B.C., Feb. 26.—Fredrick B. Pemberton, Victoria bond broker, was committed for trial here Tuesday on charge of stealing \$3,000 from 80-year-old John Glover. Commitment reversed a previous decision.

huge business that goes to mail order houses, asked why a tax could not be put on these firms.

### No Price Setting

There would be no price setting, said Mr. MacKay. This would develop, however, when any person sold articles at less than cost to the retail trade. Competition would prevent any soaring of prices while the government could set the maximum when it was felt that the price was injurious to the public.

Article four in the proposed code provided for a registration fee of \$1 "for the purpose of identification and the simplifying of the administration of this code." Every person, firm or corporation engaged in any class of the retail trade would be required to register their business on government forms.

In addition each person, firm or corporation must obtain a departmental license and each license will expire March 31 annually.

Article six provides for: "Minimum prices on any commodity may be set when such commodity is sold retail at a price which is less than the laid down cost or replacement cost to the general retail trade, whichever is the lesser, together with such additional amount or percentage as may be fixed and approved by the minister as sufficient to provide for the cost of carrying on business fairly attributable to that commodity, pursuant to authority given under section 16 of the Trade and Industry act.

### Farm Protection

"When farm products are sold at an unfair retail price, thus unduly depressing the price to the primary producer, the retail price of such products may be set for the sale of such commodities below which the said commodity cannot be sold, and such price when set, pursuant to the authority given."

Replying to a question about article five, Mr. MacKay said no price will be set except in the case of "loss leaders". Persons will be able to unload perishable goods without a breach of the act, he indicated.

Article six deals with unfair competition and trade practices. The use of "loss leaders" is prohibited. "No retailer shall use advertising or publicity material either printed, pictured, radio or in any other form which is inaccurate, misleading or which misrepresents facts relative to goods or merchandise for sale, including use, trade mark, grade, quality, quantity, size, origin, material, content, preparation, curative or therapeutic, effects, credit terms of sale, values, policies or services."



berp- fees would yield, there would be a better idea as to the revenue.

Explaining the action of the advisory committee in favoring memberships on a \$5, \$7.50 and \$10 basis, according to the number of employees, A. C. MacKay said there were 865 localities in the province which had one or more stores. There were 10,124 store units or 13,098 classifications.

However, 301 billiard halls, 488 blacksmiths, 750 cafes, department stores, dry cleaners, printers had been deleted from the original estimates, which now left approximately 6,500 store units to come under the master retail code.

As to the membership fee range, Mr. MacKay said, "We are trying to err on the safe side. It is easier to reduce later than increase the fee."

Alluding to the \$13,000 operating cost of the Retail Merchants' association for the past year, Mr. MacKay said the figures were nearer \$20,000.

#### Gets \$90 a Month

As to himself, Mr. MacKay said he had to depend on his salary as manager of a life insurance business. "The salary the Retail Merchants' association pays me is \$90 a month, less than what some of you pay your clerks," he said.

The secretary said he did not think the proposed membership fees were exorbitant. Also, he pointed out that it would be necessary to employ a number of capable men to see about the enforcement of the codes.

"Can you compel every retail merchant to pay these fees to the association?" asked one delegate.

"Yes," replied the secretary. "We have an act which suggests we can do certain things, just as there are special acts governing the professions."

Mr. Gaunt told the meeting that there was no question of the legality of the Trade and Industry act or the power of officials of the R.M.A. under code legislation to put a membership fee or any other fee upon the members.

"Can a small minority here compel others to come in?" Mr. Gaunt was asked.

"I am not prepared to say you represent a minority," he replied, adding that it was not necessary for a large number in a group to attend in order to represent 75 to 80 per cent of the sentiment.

A motion which proposed that the membership fee basis be \$3, \$6, \$9 and \$12 was defeated.

#### Expensive Living

Mr. Sharpe, returning to the attack, agreed that the salary paid to Mr. MacKay by the R.M.A. was entirely too low. He went on to point out that on the secretary's figures, however, there still would be \$36,000 from memberships in the first year. He warned that this might be the start of an expensive way of living.

Another member took the stand that there would be little left from the first year's estimated revenue. The salaries for inspectors to look into unethical practices would be \$3,000 each and from two to four men would be required. In view of the general operating expenses of the association, he thought there would be little left.

The meeting named W. Craig of Olds, F. E. Algar of Ponoka, and S. Taylor of Medicine Hat, to the provincial board. Power was given for addition of two others.

Protest was voiced by F. L. Elford of Irma, who was supported by

province to obtain their approval of a proposed hair-dressers' code was passed at a meeting of 21 hair-dressers from Edmonton and Calgary.

Arthur Hanslip, Edmonton, presided. The hair-dressers' code requires setting up of a provincial examining board of three qualified persons by the minister of trade and industry to grant certificates allowing hair-dressers to practice.

It restricts the hours and days of work of employes but at present leaves blank what these shall be. No persons can operate without the license and a medical health certificate. An unstated annual registration fee is required. To obtain a certificate, the hair-dresser must be a member of a provincial hair-dressing association.

A teacher must have four years' experience and a hair-dressing student must obtain at least 1,000 hours of tuition before seeking qualification. The examination board will set a maximum fee for the tuition course. The board must convene for at least four examination periods each year.

#### Schools Apart

A hair-dressing parlor and school must not occupy the same building and schools must be conspicuously placarded announcing they are hair-dressing schools. Hair-dressing shops must display its various charges in the booths and no secret reduction to customers will be allowed.

Mr. Mackay told the gatherings their proposed code must receive the approval of over 50 per cent of the hair-dressers in the province before being presented to the minister.

G. Matthews, secretary of the British Columbia Retail Merchants association, outlined a hair-dressers act enforced in B.C. which was doing much to prevent unfair practices.

Asked for his personal opinion on what would be best for Alberta hair-dressers, Mr. Matthews said he thought the prevention of price advertising instead of price regulation would be the most satisfactory. This had been found most effective in B.C.

#### Heads Meat Dealers

T. G. Colvil, Calgary, was unanimously elected president of the newly-formed Provincial Meat Dealers' association at the meeting of the butchers' section of the retail merchants' group.

Vice-presidents are: W. T. Lingard, Lethbridge; A. H. Blaeser, Medicine Hat; E. Lynn, Grand Prairie; secretary, R. H. Holbrook, Calgary.

Decision to organize as a provincial body was made on motion of T. G. Colvil and W. Bateman.

The butchers' section left action on the codes to the main convention of retail merchants. There was discussion on a draft code drawn up by Calgary butchers, but members generally spoke of difficulties they met in their trade.

M. V. Campbell, dominion livestock inspector, took up the question of grading and proper inspection of beef, pointing out the difficulties of enforcing even present regulations, difficulties which extended right across the dominion, he said.

W. H. Campbell, Edmonton, representing the butchers on the retail advisory committee in the convention, said that a main trouble was failure by dealers to co-operate among themselves.

Chairman John Suss reminded the meeting that under the master code all retailers must be licensed and

of the foregoing, any class of the retail trade shall have the right, with the approval of the minister, to have incorporated within this code additional provisions and regulations, which said additional provisions and regulations shall apply only to and be binding upon the members of that said class of retailers which had requested and agreed to the incorporation of such additional provisions and regulations as aforesaid.

#### ARTICLE 2

##### Definitions:

1. The term "member of the retail trade" or "member of the trade" as used herein includes any person, firm, or corporation engaged in the operation of any class of the retail trade as defined in this code, either as an employer or in his, her, or their own behalf.

2. The term "minister" as used herein means the person appointed by the government of the province of Alberta to administer the trade and industry act who shall also be the administrator of this code.

3. The term "department" as used herein shall mean the department of trade and industry as constituted under the trade and industry act.

4. The term "retailer" as used herein means any individual, partnership, company, or organization engaged wholly or partially in retail trade.

5. For the purpose of this general code "retail trade" means all selling of any goods, wares or merchandise to a consumer and not for the purpose of resale in any form, but the provisions of this code shall not apply to the sale of merchandise as provided in section 17 of the trade and industry act.

6. The term "loss leader" as used herein means merchandise featured or sold at prices easily dis-

through that medium become members of the Provincial Retail Merchants' association.

Among those in attendance were F. Atkinson, Fort Saskatchewan; W. T. Lingard, Lethbridge; T. G. Colvil, Calgary; J. Holly, Medicine Hat; W. J. Harrow, W. D. Riach, S. Bancroft, W. H. White, W. Bateman, A. Varley, A. Hoffman, J. Kruk, W. H. Statz, John Suss, Edmonton; A. H. Blaeser, Medicine Hat.

#### Think Radio to Fit

Radio will fit into the new trades and industry policy, under the provisions of the master code, on lines, it is expected, that have been advocated within the industry during the past few years. No definite redrafting of a radio code has yet been done, it is stated by members of the organization.

As proposed in particular by radio service men, operators in that section of the industry will be required to have a place of business, a business telephone, a stated amount of modern test equipment, and technical qualifications. The latter will include the passing of examinations, with certificate accordingly.

It is also proposed that reasonable prices for various services shall be set and that only licensed dealers and licensed amateurs shall be supplied by wholesalers.

Thirty-five men representing the automobile trade, garages and dealers, voted unanimously in favor of codes, but added that as there are 1,500 persons in this section of Alberta commercial life, the expression

of the foregoing, any class of the retail trade shall have the right, with the approval of the minister, to have incorporated within this code additional provisions and regulations, which said additional provisions and regulations shall apply only to and be binding upon the members of that said class of retailers which had requested and agreed to the incorporation of such additional provisions and regulations as aforesaid.

2. Upon the coming into force of this code every person, firm or corporation engaged in any class of retail trade shall within the said 60 days from the coming into force of the code, apply (enclosing the necessary fee) to the department for a license to carry on such said business, and shall not engage in or continue to carry on such said business without first obtaining a license from the department. Every license issued under this code shall expire on the 31st day of March following the date of issuance thereof, and the fee for every such license shall be the sum of \$3.

#### ARTICLE 5

##### Minimum Price Schedule

A minimum price on any commodity may be set when such commodity is sold retail at a price which is less than the laid down cost or replacement cost to the general retail trade, whichever is the lesser, together with such additional amount or percentage as may be fixed and approved by the minister as sufficient to provide for the cost of carrying on business fairly attributable to that commodity, pursuant to authority given under section 16 of the trade and industry act.

2. When farm products are sold at an unfair retail price, thus unduly depressing the price to the primary producer, the retail price of such products may be set for the sale of such commodities below which the said commodity cannot

might not be representative of the majority.

For that reason, a questionnaire will be sent to the trade to seek an expression of opinion.

A. L. Burrows was chairman of the group, with Frank R. Bore, secretary of the Automobile Dealers' association, acting as secretary. The meeting was closed to all but the representing.

#### Committee Work Appreciated

Approval of what had been done thus far preparing a master code and appreciation of the work of the committee was expressed in a resolution from the retail druggists' section which was submitted to the general meeting Tuesday by M. J. Warner.

Fred W. Heath, chairman of the druggists' section, when asked Wednesday what further action had been taken, pointed out that the master code had not been adopted yet. It was still open to revision and for that reason little more could be done until the master code in its final form was adopted by the government.

"While we have approved of the principle of taking steps to have a master code formulated, that is as far as we can go now," said Mr. Heath.

Members of the retail ladywear section met at a closed meeting to discuss whether it was advisable to prepare for a code and other steps to organize as a trade section.

"There is nothing that I can say about it," said the chairman, L. E.

No retailer shall give anything of value to the employee or agent of the customer for the purpose of influencing or furthering the sale of any commodity or render any bill or statement of account to a customer, employee or agent of such customer which is inaccurate or incomplete in any particular, with the intent of giving a secret rebate to any such person.

6. No retailer shall substitute one article or commodity for another ordered or purchased by a customer without the latter's knowledge and consent.

7. No retailer shall give to any customer any premium, free goods below his regular price in any type of combination offer, discounts, rebates, free samples of commercial size or special services, for which the customer would be in the ordinary course of business charged for such by the retailer, nor shall he issue any false or inaccurate invoice or quotation imperfectly, recording or concealing the true facts of any transaction.

8. No retailer shall purchase goods or merchandise at wholesale prices other than for the purpose of bona fide resale to consumers, paying the retail price to him therefor, nor shall he do so for the use of himself, his family, friends, or employees.

9. No retailer shall permit any demonstrator, employee or agent whose salary is wholly or partly, directly or indirectly, paid by a manufacturer or distributor to work in or in connection with his business premises unless such party is openly identified and spoken of to customers as the employee or agent of such manufacturer or distributor.

10. All goods, wares, or merchandise forming part or the whole of any bankrupt stock which is being offered for sale by retail, shall be advertised, marked, offered for sale and sold as such, separately and

Friedman, when asked about the meeting.

Confectioners and tobacconists section met under the chairmanship of C. S. Fisher for a general discussion of the trade problems. They decided to meet again two weeks hence with each member of the committee promising to bring three delegates. Those present included L. G. Palate of Lethbridge, W. Lucas, J. Anast, F. W. Romeo and G. N. Strong of this city.

#### Informal Talk

Informal discussion with no definite conclusion reached regarding establishment of codes for their trade section marked the meeting of service garage operators. A. F. Coburn presided at this sectional gathering.

"There were very few garagemen present along with a number of car dealers so that we did not get far in our work," the chairman said of the meeting. "During the discussion, the consensus appeared to be favorable to the master code as accepted by the general convention."

"We did not get anywhere on our own code, but it appears definite that regulations of some kind will be drawn up for our section. The trade and industry act is on the books and I presume the government is prepared to enforce it as desired by the respective trade groups. The service garages probably will be included."

Members of the boots and shoes trade section held an "informal chat" with no report to be made public on the gathering, according

to provincial laws regarding hours of labor and minimum wages.

#### ARTICLE 8.

##### Enforcement and Penalties

1. It is the intent of this code to insure that there will be compliance therewith by all classes of the retail trade subscribing to the code in the province of Alberta, and any violation of any of the provisions of this code, shall subject the violator to the penalties provided in the said Trade and Industry act.

7. That the amount of registration and license fee to be applied to the retail trade be in accordance with the cost of regulation, and that same be considered at a further conference with the minister.

8. That local manufacturers, manufacturers' agents, special representatives, wholesalers, jobbers, and salesmen to the retail trade be registered and licensed under provisions of trade and industry act.

9. That executive board of provincial association be recognized as advisory committee in accordance with provisions as set out in section 12 of the trade and industry act.

## DEATHS, MARRIAGES INCREASE IN JANUARY

### Births Two Less Than in January, 1935

OTTAWA, Feb. 26.—Births registered in 67 cities and towns, having populations of 10,000 and over, numbered 6,625 during January, decrease of two compared with Jan., 1935, Dominion Bureau of Statistics reported Tuesday. Deaths totaled 4,485, increase of 5½ per cent against 4,254 in the same month last year. Marriages numbered 2,025, increase of 6½ per cent compared with 1,902 last year.

to A. Fox, chairman of that division.

"There was a gathering held Tuesday but members of this section have no announcement to make through me," said Mr. Fox.

"Did the boots and shoes men approve of the master code?" he was asked.

"I have nothing to report on that," came the reply.

"Will you be making a sectional report to the general convention?"

"No, I do not believe even that will be done."

The chairman would make no further comment.

#### Did Not Meet

Members of the stationers' section did not meet, said Chairman F. A. Nye, because this branch of retail trade could present no report of new developments to the association.

"For a long time past we have been operating on something of a code of our own," Mr. Nye said. "The retail organizations of our trade asked the manufacturers to set retail prices on their products in some cases, and as a result these prices have been operative throughout Canada."

These products, Mr. Nye said, included such standard articles as ink and pencils, and some kinds of paper.

"All stationers throughout Alberta know the situation affecting this trade pretty well," the chairman said, "and we will be able to align ourselves easily with new codes. For codes are nothing new to us."

his ways," the speaker answered.

Later, it was stated that a warning would be followed by suspension or cancellation of license if it were found such action was required.

When the meeting decided to consider the draft master code clause by clause, it was explained that it was not the final word and that changes might be made by the advisory committee.

In addition to the master code, it was explained that each trade section would have a code peculiar to its own business.

Replying to questions, Mr. MacKay said a general store would pay the license fee of \$1 to the province. If a department of the general store was in competition with some exclusive store in the same business centre, then the former would pay an additional license of \$1 for the department.

Regarding departmental stores, the secretary said each would pay a license for each department. A general store was one operating more than one department, he said.

"The committee was endeavoring to protect the exclusive merchant in any line of business," said G. W. Hazlitt.

A woman speaker asked what protection would be given the old established merchant faced with the danger of the chain store putting him out of business.

Steps as to preventing anyone from going into business had not been dealt with by the committee, said Mr. MacKay.

"I do not think it wise now to take action as to regulating the number of stores," he said.

When the question of regulating mail order houses was discussed, Mr. Hazlitt said the "code will make it easier for us to compete with the mail order house."

#### Come-On Product

The term "loss leader" according to the master code, means merchandise featured or sold at prices easily distinguished as less than

customary prices, such price reduction being made for the purpose of attracting customers and promoting sales, not so much of the featured article as all other articles on which higher profit is secured.

Another section read to the meeting follows: "To provide the necessary funds for supervision and enforcement of the provisions and regulation of this master retail code, all retail merchants operating in the province of Alberta shall contribute by paying a membership fee based upon such equitable plan as may be approved by the minister and payable within 60 days after the coming into force of the code. Failure to comply with the aforesaid membership regulations shall render the offender liable to suspension or cancellation of license."

When it was stated that the 66 per cent provision in the old act to obtain a code was being dropped, members questioned Mr. MacKay as to what would be substituted.

"You folks have more confidence in this government than I have," said one speaker. "Problems in this province differ."

Mr. MacKay: "No government or committee will attempt to put anything into operation unless there is fair indication that the people want it."

With the 66 per cent out, the requirement would be a majority of those in the group concerned, he said.

Another speaker, pointing to the

for sale, including use, trade mark, grade, quality, quantity, size, origin, material, content, preparation, curative or therapeutic efforts, credit terms of sale, values, policies or services."

Inaccurate or incomplete statement of account, with the intent of giving a secret rebate and giving of premiums or free goods below the regular price in any type of "combination offer" are prohibited.

#### Separate Stock

Bankrupt stock offered for sale must be retailed separately from any other goods and a permit may be obtained from the department of trade and industry to conduct a close-out sale.

A milliner retailer asked if the selling of merchandise, which must be removed from stock at the end of the year, at reduced prices came under the "loss leaders" prohibition.

Mr. MacKay declared such merchandise was "seasonable" and would not apply.

Another delegate explained co-operative businesses gave customers a dividend at the end of the year on business transacted. He asked if this would be prevented as he saw danger of the province experiencing a "wave of co-operative" enterprises.

All co-operative societies must be registered with the government so the danger of this was slight, Mr. MacKay replied.

Another delegate took exception to a clause preventing a retailer from substituting one article for another ordered by a customer without the latter's consent. He said this would be detrimental in country stores where neighbor's shopped for one another.

C. S. Fisher, Edmonton, said the clause was inserted to prevent stores advertising a limited quantity of goods being sold at a set hour as a drawing card and then substituting these when the stock was depleted.

#### Samples Allowed

A delegate asked if giving of free samples when marketing new products will be prohibited. Mr. MacKay said samples not of "commercial size" would not be interfered with.

Lively debate ensued when the meeting took up the section that provides that "no retailer shall purchase goods or merchandise at wholesale prices other than for the purpose of bona fide resale to consumers, paying the retail price to him therefor, nor shall he do so for the use of himself, his family, friends or employees."

Frank Pepper, wholesale firm manager, when asked for his opinion, suggested that the clause in its present form was not very workable and might cause a lot of trouble for someone.

"Not a merchant in Alberta will live up to it," said one speaker.

In the following discussion, it was brought out that the clause would prevent drygoods retailers, for example, from buying hose at wholesale prices for their wives.

"We should go one step further, let the wholesaler do the wholesaling and we will do the retailing," said W. Werner.

When it was suggested that there should be regulation of department store sales, Mr. MacKay said it was not the purpose of interfering so that people could not give service. It was not the aim to regulate prices or prohibit sales, but to set down certain fundamental principles.