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The Abbotsford Post

With which is incorporated "The Huntingdon Star"

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BOYD OLIVER ADDRESSES GROWERS ON CO-OPERATION

Mr. Boyd Oliver, the California fruit organizer spoke to a fairly large audience in the Abbotsford Theatre Friday evening on "Co-operation." Owing to the lateness of the meeting we were unable to get the report, but following is the somewhat more lengthy speech given by him on the same subject at Mission City on Feb. 1st:

Mr. Chairman, Hon. Mr. Barrow, Ladies and Gentlemen:—It is a very great pleasure to come before you to speak on this very important subject which is very near the hearts of all concerned, co-operation.

I have been making speeches all over the Upper Country and the Okanagan last week and if my voice is a little hoarse forgive me, I am doing the best I can under the circumstances.

I left San Francisco, California, on the 1st January expecting to return not later than ten days, and I am still here and it looks as if I will be here for some time to come. I have found the people in the Fraser Valley, and in the Okanagan and in the Upper Country very hospitable and my stay has been as pleasant as could be expected and far better than anticipated.

I am from California, but I am not a Californian by birth—I am a Californian by adoption only—I happen to be a Missourian. You know down in Missouri we have to be shown and I have run across a great many people in the Okanagan and there may be some of you that may be the same. There are a great many of you that have to be shown. That's what I am here for—not to tell you how to run your business, you know that already.

I am a solicitor or barrister. I am also a farmer—I was born on a farm in Missouri. I own a farm in California now but owing to my having to be away on business most of the time my brothers look after it. I know something about farming because I have lived more on a farm than I have lived anywhere else. Now I say of some people that come from Missouri they also have the characteristic of being a mule, and who stay out even after they have been shown. I hope there are not any here with that second Missouri characteristic.

There is a little story which I always tell before beginning my remarks. I do not think that I am to address you or make a speech, I will just talk about what we have done in California. But the story will help to illustrate some of the things I am going to tell you in the course of my talk to you. You will notice that I refer very frequently to California and the things we do there, and there is probably no person in the world who is such a booster as the Californian. Perhaps you in British Columbia have heard of the Californian booster. We in Northern California however are not like the people in Southern California—we are more conservative and confine oursedves to what we car reasonably demonstrate, and we do that, but I would boost Missouri just a little better because I am a native of Missouri. I am not trying to sell you California, I am hereby saying these things because it is necessary to demonstrate the point of the story. It happened there was a railway accident back in the Middle West where an unknown man was killed. There were no identification marks and they could not find out who he was or where he came from. They held his funeral in the little village, and the clergyman made such remarks as he could under the circumstances, and not knowing the man asked "Is there any one in the audience who knows this man and could say a few words". As there was nobody who responded he put the question again and still no answer. He put the question again, and by and by a man arose and said "If no one else has anything to say I would like to make a few remarks about Southern California." So I will make a few remarks about California in general, telling you about the way we co-operate there.

I am told by your leading men that your fruit industry is in a very serious condition, but we are not ready yet to hold the last rites. We still have hope for recovery. The average business men when you speak of co-operative marketing, say, it is only the man who has been brought face to face with co-operative marketing that realizes there is a marked connection between successful business life in the towns and cities and successful marketing, you cannot divorce the two. Now there are some of you that will say, what does this man know of berry farming, he has been up in the Okanagan talking to the apple growers which are different from berry farming. But we are not talking about the different commodities, they all come under the same head as far as marketing them is concerned. The same principles that apply to the marketing of oranges, prunes, raisins, in California apply to your marketing of strawberries, and we employ in marketing the strawberries this successful means, dried fruits and fresh strawberries the fundamental principle throughout all these things is the same.

When the farmers and the business men come to look at this problem they must realize that in order to have a successful community life there must a successful farm life, which is absolutely fundamental and yoy must realize as farmers that we are depending on the business man of the cities for their advice and co-operation, and you will never get very far as farmers if you do not receive this.

You know we in Southern California, and you in the Dominion of Canada have been the slowest people in the civilized world in applying to agriculture the same business principles which are applied to all other lines of business. The reason I think why we have been slow to grasp the

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NEW MEMBERS JOIN LOCAL BOARD OF TRADE

There was a large attendance at the regular monthly meeting of the Abbotsford and District Board of Trade, which was held in the Bank of Montreal Chambers on Monday evening.

Mr. R. H. Eby, convenor of the Membership Committee reported the following new members, J. Frith, J. L. Starr of Sumas Municipality; J. Mutch of Matsqui Municipality; L. P. Woodward; D. C. Durrant, G. Cameron. The following nominations were received for membership, F. W. Rudge, W. Toller, A. Campbell, T. F. Seldon, P. J. Wilson, S. F. White, D. Rucker, J. Heath and J Aitken. The Board is growing rapidly and the membership now stands at fifty.

Mr. G. Heller, convenor of the Publicity Committee, presented for approval of the members, an envelope with certain printing on it which he suggested the business men of the district might use as means of advertising the town.

Mr. A. George, convenor of the Agricultural Committee, reported that as soon as he had secured some data which he has been expecting, he will be able to form a plan of action definitely.

Mr. J. Brydges of the Finance Committee, said that the finances of the Board were benefiting from the large number of members joining.

The name of Dr. F. S. Saunders was removed from the health committee.

A special committee prepared resolutions, which were read and adopted, and will be taken up at the Provincial Convention of the Associated Boards of Trade to be held in Vancouver on February 26, 27, 28.

The president, Mr. F. J. R. Whitchelo, the 1st vice-president, H. Peck, and Mr. A. Cruickshank, were appointed as delegates to attend this Provincial convention.

The practise of sending out notices to members of the Board, is to be discontinued and the notice will in future appear in the press.

The regular meetings of July, August and September are to be discontinued, unless the Executive Council decide to call a meeting during those months.

The new by-laws of the Board of Trade will be ready for distribution in a short time. Communications were received from the land Settlement Board of Victoria enclosing copies of letters from the Agent General for B. C. in London dealing with the desire of parties wishing to come to this Province to settle on farms and land. This is the first of what will probabily be a regular list issued from this office. The secretary was instructed to answer these letters according to the respective requirements.

Mr. C. F. Pratt who had attended the Fruit Growers' Association's meeting held at Mission City last week upon request gave a report of the meeting. He referred particularly to the address of Boyd Oliver, and emphasized the necessity of having a co-operative society in connection with the local Fruit Growers' Association, and drew lessons from the California conditions. Mr. Pratt advocated a central agency for marketing, in order to carry out the work more efficiently.

It was suggested that the business men might buy shares in this co-operation in order to benefit the Association and business in general.

Mr. A. Cruickshank spoke along the same lines, showing the benefit of co-operation if applied to dairying. Mr. Cruickshank claimed that from the Boundary to the Fraser River there was no vicinity so fitted for fruit growing and dairying as this immediate district, and acknowledged that Abbotsford was the natural centre of this section.

Mr. A. George gave a splendid illustration of the profit of co-operative marketing, which had been effected by the manager of the B. C. Co-operative Poultry Exchange in the marketing of eggs.

Mr. A. H. Harrop has been a visitor in Vancouver this week.

SELECT SITE FOR EXHIBITION GROUNDS

An Executive meeting of the Abbotsford Agricultural Association was held on Wednesday evening with the president, Mr. A. George, in the chair. It was moved and carried that the meeting should decide on a site for the Association's grounds, in Abbotsford Townsite or Sumas Municipality. The property of J. J. McPhee was selected to be referred to the general meeting which was held later.

At 8:15 the general meeting opened with a good attendance. Upon a motion it was decided that the former recommendation of the Executive be not accepted and that all sites offered be opened up for full discussion by the meeting.

It was moved and carried that the Association secure an option for purchase of the property of F. McCrimmon and that it be purchased, provided that suitable terms can be arranged.

The purchase of the Fair Grounds was then referred to the Finance Organizing and Ground Committees for a full report re the cost of site and the erection of all the necessary buildings; this report to be made in not more than ten days from date.

Mr. Frith and Mr. F. Rudge were appointed a committee to interview Hon. E. D. Barrow re ditching of the West side of the Huntingdon road opposite the F. McCrimmon property.

The Finance Committee have arranged to meet the Berry Growers' Association at their next annual meeting for the purpose of discussing the question of financial co-operation re buildings on Fair Grounds, which would be suitable for the accommodation of berry pickers.

Miss Annie McPhee has returned to Vancouver to take up her duties as nurse in the General Hospital after spending two weeks at the home of her parents, Mr. and Mrs. J. J. McPhee

MRS. DAVID GEDDES BURIED WEDNESDAY AFTERNOON

The death occurred on Monday evening in the Matsqui-Sumas-Abbotsford Hospital of Mrs. David Geddes, of Cultus Lake. The deceased was twenty-nine years of age and a native of Edinburgh Scotland and had only been a resident in Canada since last June. There remain to mourn their loss, her husband, David Geddes and her mother and other relatives in Edinburgh, Scotland.

The funeral was held on Wednesday afternoon from the undertaking parlors at Huntingdon to the Hazelwood Cemetery, St Nicholas, Rev. W. Robertson officiating.

The pall bearers were Messrs. S. J. Bates, P. Welch, S. C. Betts, Dan McRea, George Morrow and D. McVey.

The floral tributes were many and very beautiful. The sympathy of the entire community is extended to the sorrowing husband and relatives in the Old Country.

ABBOTSFORD BOYS WIN OVER MISSION

On Saturday afternoon, the Mission School Boys' team met the corresponding team of Abbotsford, in the Alexandria Hall. The game was very interesting, and the players pretty well matched.

The score ended, Mission 19, Abbotsford 20.

CHILLIWACK AND ABBOTSFORD HAVE A WIN EACH

On Wednesday evening the Senior Girls' and Mens' Basketball teams of Chilliwack played against the corresponding teams of Abbotsford in the Alexandria Hall. Both games were very exciting and were witnessed by a large crowd of spectators.

In the first game played the Abbotsford Girls were defeated by a score of 26-10. The Abbotsford Men's team, however, came out a victor, with a score of 27-25.

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A few grocery prices; Not Leaders, our new cash prices:

Flour, 49's .....$1.90 Honey, 12 oz. jars .....30¢
Campbells Soups, 2 for 25¢ Pineapple .....23¢
Malkins Best Baking Powder, 12 oz. .....24¢

Our ambition is to offer you a stock from which all ordinary requirements can be filled at prices and quality equal to any offered by the city stores, but in order to do this we must do as they do, SELL FOR CASH. Prices and quality being equal, it is up to you whether you want this place to grow and prosper and become what it should be, the trading centre for the large and prosperous surrounding district. We are anxious to do our part, all we ask is a real investigation and an opportunity to prove our statements.

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THE ABBOTSFORD POST
Published Every Friday
J. A. BATES, Editor and Proprietor

FRIDAY, FEBRUARY 9, 1923

BOYD OLIVER ADDRESSES FRUIT GROWERS ON CO-OPERATION

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importance of working together co-operatively in marketing and in handling farm produce is because we are both nations of strong individuality. We believe in the freedom of the people and we believe in strong individuality. Practically every other civilized country in the world has had co-operative marketing of farm produce, take Switzerland for more than 200 years, Denmark for 60 years, 100 years in Italy, Germany for 40 or 50 years, France, Spain and many others have been co-operating and we in California have been slow, you have been just as slow. We try to market independently as individuals and a man fails because he has not sufficient knowledge of his markets and the produce that is being shipped there by other individuals. He hopes by marketing individually to get a little better return than his neighbor. And the other fellow is doing the same, shipping to the same market, and they generally manage to break the market, and so it goes on here in Canada, the individual attempt at marketing, which is always a failure. Now there is little reason in this individual marketing scheme, in all kinds of production the farmer is the only one who tries to market individually, all other lines of production have group production. In the industries formerly, before our factory system came in you had individual production, in the shoe business one man would make an entire shoe. Each man now has his own job—one has the tongue, another has the eyelets—and group production has naturally produced group selling, which is followed in all other lines of production. In farming only we still have the individual idea of marketing, and individual marketing can never be a success because the individual farmer can never know where the best markets are. He has not the means to find out where his best markets are and even if he finds a market he can never know the consuming power of that market and he cannot know how much produce has been raised in the same community and not knowing that he cannot make a success no matter how intelligently he may market, he cannot control what comes in from his neighbour's farm, and there will be lower returns for both parties, and in addition the individual can never know the difficulties of transportation, nor can he properly control the means of transportation to that market. So for these reasons, the needs of the market, the consuming power the amount produced by his neighbour, and because he cannot control or understand transportation facilities, the individual must ultimately fail as a marketing agent. It is only when the individual farmers come together and form a group large enough to control the produce, and pay their agents to find out the prospects for their commodities, who understand the transportation facilities, that you solve your transportation difficulties and only then. That is one of the first things we do in selling in California.

In the raisin district, and in the prune and apricot districts the farmers were on the rocks. They had been farming for many years and they raised a good commodity, not the best in the world but it grew well; when they put water on the soil they found they got good crops. But it was a good commodity—a marketable commodity, but they were not having success in marketing these things because they were 3,000 miles from their market. As the population grew the produce of the soil also increased and even now with the vast population less than 25 per cent. of the crop produced can be marketed in California. It has to be shipped across the continent. Of the dozen or 20 different things they had it all had to be taken across the continent before they had a market. So they raised year after year these crops and year after year they showed a deficit. They could not understand it. They went to the shipper and said "What is the matter, why can't we get something for our produce," and the answer always was "It is the law of supply and demand. You have an overproduction, there is not a market for more than half you have raised." That was no answer—it did not satisfy. They had a feeling something could be done, and they sent their representatives out east to investigate and they found out that people in the east liked their product and paid a good price for it. It was selling at a good price and people were paying a good price for it, and somebody was getting a profit. Somebody was reaping the benefit of their labour and their skill. So they got together and said something must be done to solve this difficulty and some of them had farmed in Denmark and knew of the co-operative marketing of produce there, and they said we will bring this system into California. That was in 1894 but it failed. Why? Because they tried to set up the Danish system in California without adopting it to the conditions in California. Seasons are different. It could not but fail just as if you attempted to pick up bodily the system by which we operate the prune and raisin industry and under which you might attempt to sell your berries, because our system has been built up around our local conditions. But the principle is the same. It was the principle they were after, and the principle they got. You must take the principle which is now called the Californian plan. If you apply this principle to your local conditions you cannot do otherwise than make it a success.

They tried the Danish system again and again, but for every success there were a dozen failures, for 12 and 15 years, but the point is, that because they had a few failures they never quit. The principle is right. You cannot get away from it the principle is sound and because you have made a mistake do not lose faith in the institution, it is the fault of the mechanism. The principle is sound. We in California have suffered from mismanagement. Humanity is the same the world over. You must get big men, the best men. When you find you have not got the right man fire him and don't be too suspicious until you have given him a fair trial, and when you find he has not done the best, fire him, but look to the principle. The principle is right—we have proved it more particularly during the last 15 years, and we have solved it to our satisfaction at least and to the satisfaction of a great part of the rest of the world.

During the crisis of 1921 when all the farmers were showing red ink balances (losses) 8 per cent. of the California farmers made a profit all through these hard times. This in itself has proved that there is something in that principle. It is economically sound—it is beyond argument.

One of the first things we learnt in California was that marketing is a group problem, and they began to co-operate and finally succeded in getting success to a degree in their problems, but they found when they started to co-operate, the men—the shippers—took a very keen interest in this new co-operative movement because the shippers, in common with your shippers of the Fraser Valley today, must get the produce or go into some other line of business, because you cannot operate a successful co-operative and allow the shipper to operate on the scale on which he is operating today. He knew that in California and knows it in British Columbia today, and went to the growers and said "It is a good thing, we will help you to organize." You will find that here for a while and then they will probably come out in the open and fight you, and one of the best indication of success is when you see the shippers coming out into the open. They will try and get you, and when they have come out into the open you can depend on it they have found you are on the right road and it is their dying struggle.

The first time we tried to organize oranges in California we had several shippers in California. They said "The very thing, we will show you how to organize" and you know the story of what happened to oranges. The shippers said you organize here at Riverside a big co-operative but don't you have anything to do with the fellows at Pomona. Because they will try and get in on your markets and take advantage of your better fruit and the prices your better fruit will bring. You know the talk because you have the same situation here today on the Mainland and Vancouver Island. And so they organized at Riverside and the same men went over to Pomona and they said "We believe in co-operation and will help you to organize but don't have anything to do with those fellows at Riverside. You sit in your own back yard and don't play with them because they will get you into trouble," and they went into the other districts and gave them the same song and dance everywhere, and everywhere the formed a local organization until they had more than 40 local associations packing oranges and putting them on the market. This is what happened! The men of Pomona got advice and said there is a good market in Kansas City, and the local manager thinking himself smart said I will send these to Kansas City. I will get a good market there and made the rest jealous. It happened that some other districts got the same information and what happened was that they all sent their oranges at the same time down to Kansas City and the result was they all arrived within 48 hours of each other, and you know what happened to the market. It broke and never recovered, and the poor grower had no means of removing them to another market, and the speculative buyer made the profit. The grower did not. You would have thought that the farmers would have got next to this. It took 12 years before these Californians realized what was happening, and it was a business man, a banker in Los Angeles who pointed out what the trouble was, that we organized wrong. He said it is all right to organize by locals; you are co-operatively all right but it is not working because you are selling competitively. You have these communities organized and they are simply shipping against each other and breaking the market. You must organize by the commodity and not by the community. Now that is a very important step in marketing. When they had learned that lesson, and it took time to learn that lesson, they co-operated successfully. Think what it was to take these 40 locals and convert them into one virtual central exchange. You will now see a large map in Los Angeles at the Californian Fruit Growers Exchange, much bigger than that screen, which shows all the cities in Canada and the States and by black pins show just where every individual car of oranges is located in Canada or the States, and they follow them along the railroads and they know the consuming power of each city, for every co-operative association has the same information about their commodities. Now take Pittsburg which takes 15 cars of oranges a week and they see that no more is sent. If they find there are 5 cars in Pittsburg the order comes out to ship 10 cars to Pittsburg. Now if Florida sent five cars we cannot ask Florida to divert their oranges to somewhere else instead of allowing the cars to go into Pittsburg at the same time as our cars. We simply divert five of our cars to St. Louis, Boston, any place to get rid of these five cars in a way that will not pile up a surplus at any particular point. In that way they keep the market steady—never a glut and never a famine. But that system will work in apples, in berries, and any commodity you desire to name. So that is the second lesson—you should organize by the commodity and not by the community.

Another lesson they learned was to stop dumping their crops, and that means just what was done in the orange districts—those that were sent to Kansas City. That happens in every market if you have individual marketing. It will always happen because the other fellow will hear about the good markets the same time as you and you all rush your commodity into your market which would be sufficient for one but not for all, and the inevitable result is that your market is again broken—the bottom falls out of it. That is the thing which happened on the prairie with apples from the Okanagan. It has happened with your berries and will always happen so long as you market individually you must of necessity come into competition because you dump your fruit without regard to the consuming power of that market. Now instead of dumping our fruit into these markets we have substituted merchandising. Any man who is a merchant understands this very readily, it brings to his mind a very fair picture. He might not take the steps that he may suggest to you but it means placing the commodity on the market. It means selling all of the commodity you grow instead of a part as will always be done under individual shipping. You know the shipper is not concerned whether he takes all your crop or not. He comes to you and asks for a part of your crop. It does not matter in any way to him to know that he cannot use all of your crop. He knows a large jobber who will take a part of your crop and when this is supplied he is not concerned about hunting up a market for you. He does not have to work very hard to do that. You must set yourself to create a market which is sufficient to market all you raise. You must sell all of those berries of yours, and you are not satisfied to sell a third or a half of your crop. You want to put all those berries on your markets if you can find them, and get the berries there in a proper condition—merchandising them; and the same principles as apply to merchandising a hat or shoe apply to merchandising your berries. The principles are the same no matter what your commodity. And every merchant and every manufacturer has been doing these things to build up his business and if he is successful he is a successful merchant.

The first thing we look to is the grading, and standardizing the quality. Now you have your government machinery for standardizing, for grading and for improving the quality and some of you feel pretty sore sometimes when your association attempts to raise the quality of your produce, and you feel you are doing somebody a favour, but when you become real co-operators you will feel an interest in raising the quality and grade because the better the grade the better the price you are going to obtain. There is an absolute relationship between the two. You should have inspection to protect you against the fellow who tries to slip something in that is not up to the standard. You can try to sell this to people once but they find out and never buy a second time. You can see that grading should be done; that you will not put in culls because it is against your best interest to do this. Nor if you are a true co-operator will you sell the cream of your produce to an outsider and give the association the culls.

You must sign contracts on a long term basis to put your crop through your association and give the association the privilege of grading and marketing your produce and they will be to build up a market. Nor must you malign your association, it should have your whole hearted support. You must go all the way or not at all.

The next step in merchandising is to look to the package and brand. You know the importance when you go to a store to buy a commodity how attractive a thing is put up in a good package. You must study the best kind of berry box for your berry market in order to get the best service from your markets. Establish brands. You should have brands by which you sell and in that way through advertising create a greater demand for your goods than at present exists.

Another important step in merchandising is to extend your markets. We extend markets both by time and place. What I mean may be illustrated in your egg industry. I think you have a large egg industry here. We in California have one of the largest egg associations in the world comprising 98 per cent. of the producers in one association. I cannot give you the number of eggs produced in a year but it goes up into the millions. What we used to do there between

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Did you ever "hold the line?" That is hold the telephone receiver to your ear for what seemed like hours, while someone you had called up looked up papers or other things to answer your enquiry?

When you are called by telephone and must take time to look up something, it is better to say, "I will look it up and call you."

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Sir George Younger, chairman of the Unionist party, one of the foremost leaders in the political fight which brought about the resignation of Mr. Lloyd George, as premier, has been created a Viscount.

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Officers Elected at Annual Meeting

(From Fraser Valley Record)

The County Lodge of the North Fraser and Loyal Orange Association held their semi-annual meeting in the Orange Hall, Mission City on Saturday last.

Delegates from Hope to Ioca attended including Agassiz, Hammond Haney, Port Moody and Port Coquitlam. Provincial Organizer W. T. Jago gave a resume of his work all over the province and reported great strides in Orangeism.

L. O. L. 1629, Mission City was well to the front wth a 66 per cent. increase in membership and no suspensions for N.P.P.

The annual election of officers resulted in the following: L. G. Rayner, Hammond, W. Master; W. G. Gamble, Deputy Master; W. T. Jago, Jnr., Coquitlam, Recording Secretary; E. Bush, Financial Secretary and Treasurer; H. Glass of Hope, D. of C; G. Mowbray of Ioca, 1st Lecturer; F. Gibbard, Mission City, 2nd Lecturer and several others.

Past Master D. Brankin, Supt. of Boys' Industrial Home, Coquitlam was installing Master.

After the business was concluded a flutter of excitement was caused by Br. Brankin asking for Mrs. Geo. Cade to be brought into the Lodge Room, where he presented her with a cameo brooch on behalf of the Lodge, and as a slight token of her unending zeal for the welfare of the order.

The ceremony concluded at 4:45 p. m. with God Save the King.

RIDGEDALE SCHOOL

Pupils who rank first in their classes in the January tests at Ridgedale School:

Entrance—Elmer Beharrell.

Senior Fifth Reader—Mary Beharrell.

Fourth Reader—Bessie Adams.

Senior Third Reader—Almer Mol.

Junior Third Reader—Geraldine Adams.

Senior Second Reader—Pearl Ellison.

Junior Second Reader—Holmer Fore.

First Reader—Einar Ellison.

Receiving—Gordon Hansen.

Pupils with perfect attendance for the month of January: Charles Beharrell, Elmer Beharrell, Mary Beharrell, Russell Beharrell, Charlotte Rottluff, George Gallagher, Joyce Mundy, Branscombe Reid, Howard Rottluff.

Brew a cup of Celery-King

a "tea" of Nature's own herbs and roots,—the finest laxative and blood purifier you can get. It gently cleanses the system of all impurities, banishes headaches, etc. 30c and 60c packages, at druggists.

A Croupy Cough

brings dread to the mother's heart. For safety's sake, keep a bottle of Shiloh, the old time remedy, at hand. A very few drops makes the cough easier at once, and taken regularly gives complete relief. 30c, 60c and $1.20. All druggists.

SHILOH FOR COUGHS

BOYD OLIVER ON COOPERATION

(Continued from Page Two)

the 15th April and the 15th July was to simply dump those eggs into the San Francisco market with the result that the market would be paralysed. Then the speculator, the broker, and the commission men would come and take these eggs and store them and hold them until the summer or fall and market them at a fair price, and the producer said if the shipper can do this so can we. And so they built their own storage plant and they now store their eggs during the great producing season letting so many eggs into the markets as they consume them without breaking prices, the rest they store until the summer, fall or winter, and they sell them as storage eggs at a very good price. The market is never glutted.

We understand the time for marketing your berries, the normal time, would be three or four days but you can extend the marketing time of your berries by freezing and send them even as far as New York. We have done it by precooling and I understand you are doing it, and the answer is that you can do it because by the time your berries arrive in New York there are no other berries on the market, and if you send there you might even sell for more than you could get by selling locally. I can't see why you should have any surplus in British Columbia if you do that. Another thing we do in merchandising is to bring what we know is a seasonal product into every day use. Take raisins. We found that practically 9 per cent. of the raisins were used around Thanksgiving and Christmas and New Years. In the course of three months at the end of the year our raisin crop was consumed. So the raisin association of Fresno—you've heard of the Sunmaid raisin, it is known all over the world,—set out to make the raisins a commodity of everyday use instead of seasonal. It was something of a luxury the same as oranges were, but by advertising schemes and the package brand, they brought the raisin before the public and are making the people eat raisins. I was in Nelson the other day and saw a large advertisement "Have you had your iron today. Litte Sunmaid raisins." I live 20 miles from Fresno and was real pleased to see it. I went up the main street in Nelson and I saw a whole window devoted to Californian fruit, figs, raisins, peaches, nuts, about 10 or 12 things in different boxes displayed in this window. Across the street was another window entirely devoted to Sunkist oranges. You don't buy oranges any more, you buy Sunkist. It is not a luxury. So this little Sunmaid has done a great deal toward making the raisin a commodity of everyday use. There are 600,000,000 of those small packages sold a year. You see the advertisement and the first thing you are buying them. That advertisement in Nelson meant that the people were not buying enough raisins and the next week will pick up on the raisin business. The same with prunes. We have spent a long time making an attractive box to spread the sale of prunes over every day instead of a season. We have now the 2 lb. package. We found the one lb. package would sugar. It looked like mould and people would not buy them so readily. Any small quantity would sugar but in the larger package this would not happen. This popularized prunes so that people buy more. Back to raisins again. The raisin association hit on this scheme for popularizing raisins and increasing the consumption. They selected 15 salesmen and taught them the baking business. They made raisin pie and raisin bread, and they were then sent over the United States to visit bakers and they said "Do you make raisin pies and raisin bread?" "Not much sale for it." "Then let me show you how to make it real good." The fellow makes a real good loaf of raisin bread. Cuts it in two. The baker said "But that will cost more." The salesman said "Yes, half a cent a loaf, and you can sell it for a cent a loaf more than other bread and you will make money on the transaction." But says the baker, people won't pay the extra for that. Oh yes they will, tell the housewife to take it home and when the children see the raisins they will eat it without butter. It worked. You have no idea what quantity of raisins is selling in the United States today. This brought raisins from a seasonal commodity to a commodity of everyday use. Devise new plans. Everything has not yet been discovered. People thought a long time before raisins had any great use and you can think of some plans to increase the berry sale.

Another thing we learned in merchandising was to fix the price at the point of consumption and not at the point of production. It means by central control of your commodity. Fix the price at the point of consumption.

In the old days at Fresno and the other districts the buyer would visit his customers as was his custom to see how things were going, saying "How are things looking this year." "Can't tell yet how does it look to you," says Bill. Mr. Buyer thought it looked a fair crop and in a couple of days would be back, year after year, with the same story, that it was the biggest crop we ever had. Don't scratch his head and ask about how much are you going to pay me. The Buyer would say three and a half cents. Bill: "It won't pay for my water." The buyer would say I have orders to buy a certain number know what to do with it. Bill would of tons and after that I am through. But don't be in a hurry to go over and talk with Sam Smith and see what Sam has to say. Bill goes and sees Sam and says I guess it is true we have the biggest crop we ever had in the valley, and they scratch their heads and say I cannot even afford to pick it. Sam had his infomation from another firm. They were depending on shipper and buyer information in those days, just as you here who usually sell through Brokers take information from them. And in a few days the buyer came back to see Bill. Bill says "I cannot afford to pick at that price," and the buyer sees that he has gone a little too far and says "I will make it an extra ¼¢ but this is special to you, Bill, if you sign now, but don't say anything to Sam." It happened year after year. He was tickled to get ¼¢ more than Sam and fell for it year after year, and they did it then and will do it with you. That is naming the price at the point of production. You have 100 men with a good crop and one man comes in and says "I will give you so much, and if you don't take it let it rot," and it doesn't worry him a bit. When you come together and pool all of the commodity of this district and you employ one selling agent and have 50 men coming to your agent and saying "How much am I going to have to pay," this is fixing the price at the point of consumption, and it works even if you don't have more than 80 per cent. of your commodity because no one who is on the outside can break your prices. He may be hog enough and mule enough to stay on the outside and take advantage of the price set and maintained by you. Now we have those people in California and you may have them here. The man who is willing to let you co-operate and let you make the price and you maintain the price because of the quality of the produce and the grading you do, and he simply stays on the outside and says "It is all right—I will make a little more." If he counts his own labour in he may not make more than a few cents more than you are getting. Then you feel you want to get outside the co-operative. You don't realize that you are working co-operatively controlling the price he gets. You are not controling the price because you have a monopoly you cannot get away with that. The public will not stand for that. You are naming the price because you have control; but you are basing the price on a fair return to you for the labour and the skill applied in the producton of this together with a fair profit after paying all expenses. This is all you want. It is not honest to try and hold people up and make them pay. The people have a feeling that you want to get somebody. Somebody you are after and trying to get even. That is the wrong attitude when it comes to forming a co-operative. It is a business move and you are going to do it along business lines. Now how do we do it. We form associations in California of two types. One where the individual grower belongs to the central association like the prune growers association composed of 88 per cent. of the prune growers in Southern California. Then we have another type where there are the locals which are federated into a central selling association where the individual grower belongs to this local association such as the orange association. That came about because these locals had been organized for a number of years and had been operating one against the other, and they got the idea of federating, and got into one central selling exchange. No matter whether you do it through existing locals or join up direct you must get a manager governed by the Board of Directors chosen from the growers direct. From 14 to 21 is not too big but big enough to represent the people whose commodities you are going to market. And on your directors you will have an executive committee of from three to five whose business it will be to look after your selling management. They will be the men who will control the selling policy. And they will employ the General Manager whose primary qualification will be that of a salesman, a merchant, and man of broad business experience who will advise with your executive will formulate the necessary plans for the intelligent merchandising of your commodity. When we come to employ the General Manager we go out and find the biggest man for the job. We do not say we have $5,000 for a Manager we say "we want the best man we can get. How much have we got to pay." The Manager of the prune growers association gets $25,000 a year, and he is worth several times that much because he has revolutionized the whole industry throughout the valley and throughout the entire state. Before he undertook the job people had their farms mortagaged and the banks could not foreclose because they could not dispose of the property. People could not have decent clothes. Women could only afford Mother Hubbards—now they have regular dresses. He has been offered $50,000 but he has turned down all offers because he says there is something more than dollars and cents. I am able to live on that and support my family. When I go down the road to my little ranch it gives me real pleasure to see the happy homes that used to be pictures of poverty and despair, they did not know what was going to happen. Now there are good roads, good churches, good schools, built up on co-operation, and Mr. Coykendale has been taken by it and he will not give up that position to take one at double the salary and no other man will ever set a price at which he will leave or at which he will stay with co-operation.

Now ladies and gentlemen, I have detained you long enough and I have to make another speech in Chilliwack. I feel sure that with the reports I have made here that you all believe in co-operation here. The thing you are concerned with is whether you can co-operate with your friends across the river. Now you have no problems here, even though though you raise berries, that are vastly different from more than 20 different commodities in the State of California and the thing you must keep before you is "Organize by commodity and not by community." You cannot help succeeding if you do that. You will have occasional difficulties in your way because there will be propaganda to break down your association. You will find that epople will say "Don't sign a five year contract" and "Don't let them get you in there —you stay clear." If you don't like it at the start just pack up and you are out. They did it in the same way before. When the meeting was arranged by the districts they said one year is enough to sign a contract. What happened was the shipper, who knows he must go out of business if there was insufficient dissatisfaction with the prices they were getting, saw to it that their satisfaction with the prices they were getting saw to it that there was sufficient reason so that the whole thing would go smash. The same shipper would say to Sam "Let me ship your oranges for you again this year, I got you a good price last year, and Sam said "All right." And this shipper had a pet jobber in Kansas with whom he corresponded and Sam would receive $8.00 a case for his oranges while the co-operative were only getting $5.50. He did not know that the difference had come out of the shipper's pocket. He would go around and say, "How much did you get for your oranges?" "$5.50." "I got $8.00 for mine. My shipper got $8.00 a box for me." You know they broke from the Association next year and the shipper broke them, and got back all he had paid Sam, and neatly trimmed them. Don't fall for that argument.

If a man comes and says I am for co-operation but I won't stay by it for five years, there is something wrong with him and you will find that if you will go in for five years or longer term contracts a great deal of this distrust for your longer term contracts, a great deal of this distrust for your co-operative will disappear. The shipper was a bum and you couldn't trust your directors. There will occasionally be somebody you will have to go after because he tries to break his contract. You must go after him. You must give your directors and management support, and get right behind them. When you do this you will find that all these objections to the five year contract have disappered.

If a business succeeds it must have a policy, and a co-operative must have a policy. Don't be afraid to take into your directors' meetings the leading business men of bankers. Business and farming methods are different. They don't breed together, you have learned them in separate schools, and bankers and business men know methods and systems you don't know anything about. You should bring two or three business men in when you come to decide some business proposition. Tell them if you lose money they will lose money. Ask them frankly their opinion, they will be glad to tell you. The more successful you are the more successful they are going to be, and so if you learn those things and in addition remember, this is your business and if co-operation in the Fraser Valley has failed it is your fault. I am not here to represent any factions. I have been brought in here at the request of the Minister of Agriculture to tell you some plain truths about co-operative marketing and I can tell you if this co-operative movement is a failure in the Fraser Valley it is because you have listened to the shippers and taken their advise instead of saying "Go away. We can work this out ourselves." Don't give up the ship because you run into failure. Remember the principle is right and if you don't run it nobody else will for you. We have done it in California and I know you can do it in the Fraser Valley.

Mr McDonald: Mr. Oliver advises me that he is willing to answer questions.

Mr. Oliver: I am willing to try. I am no wizard: I would not attempt to answer questions about matrimony but if you will ask me any questions about co-operative marketing I will do my best to answer them.

Mr. Adshead: The question I was going to ask was about the pooling question. Take the prune district. I know those districts and some of the districts market their crop much earlier than others. Do all those growers get one price a lb. for their crop? Would the grower of one district get the same price as those of another?

Mr. Oliver: It is a little different. That is dried fruit and this is fresh fruit. We make pools, they may be seasonal or for shorter terms, that is in the discretion of the executive and the general manager. They decide whether to have a seasonal pool or for a shorter term and the thing that decides that is whether the price will be steady troughout the season or will fluctuate. If there is going to be a big price and then dwindle off to a low price it is better to have a seasonal pool because that is co-operation. You may have shorter pools in berries depending when these commence to come in. Different bearing seasons in different localities. If the berries across the river or in any other district came about two weeks later than you do here you would have shorter pools. You might pool yours and they pool theirs. It would have to be a fair pool to them and a fair pool to you.

Mr. Adshead: In the strawberry season. Assuming that the strawberries all go through one central association. When the growers ship the crate berries through the association would they all get one price?

Mr. Oliver: The pool may be for the entire season or it might be for a shorter term depending on the fluctuation of price, but as a general rule they pool there through the season provided the overhead from the different localities are the same. Everything being equal they get the same price. That is the principle and if you don't get the same price it is time to start an investigation and see what the trouble is. I am informed that you have a zone system made necessary by weather conditions. The river side crops come in a little earlier. You make zones then and the answer is that if you have crops coming in at different time you should pool for that season and not for the year's productions. If you have a crop coming in two weeks late that should be pooled with the other.

Mr Lawrence: How do you prevent importation of American berries that come in two weeks before ours.

Mr. Oliver: I cannot answer that.

Mr. Lawrence: The Winnipeg market was broken before we got there the American berries came in and broke our market.

Mr. Oliver: It is a very unfair practise if the American co-operators break your market. The only possible solution is to use the new York market when we have no berries there. You are just as near New York as they are. If we use your markets when you have no berries on them you should do the same with ours. There should be some arrangements that could be reached between the two countries. You will find people down in the States kicking about this Canadian stuff that is going over the line. We shall have to get together to keep out of each others markets and play fair. I am sorry I am not in a position to dictate to those farmers I would certainly lay down a policy of live and let live. It is very difficult to answer your question.

Dean Clement: Would it not be possible by coming to some working arrangement with the brokers on the prairies whereby they would only import American berries for table use. That would keep a certain amount of American product from the market.

Mr. Oliver: That would settle it. If our brokers would stop. If you could come to some working arrangement with the brokers it would be all right, but brokers are peculiar individuals sometimes and they may not be willing to do that. If he can get good berries from there cheaper than yours he may do so.

Dean Clement: If you will make it possible for him to make a profit on B. C. products he will take them but if others bring in American berries cheaper he may go to them. The question of the Dumping Act also comes in.

GIVEN HOUSE WARMING

CLOVERDALE, Feb. 8.—Mr. and Mrs. W. G. Stokes and family, who were recently burned out, have settled in their new home, and recently a surprise party and house warming was given in their honor by the neighboring residents and friends.

During the evening, Mr. W. S. Huff presented the family with six chairs. Mr. Stokes suitably replied.

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PERSONALS

Miss B. Gilley of New Westminster who has been visiting in Chilliwack is the guest of her sister here.

Mr. and Mrs. Carmichael and their daughter, Mrs. Hale of Aldergrove visited at the home of their daughter and sister, Mrs. S. F. White this week.

A general business meeting of the Abbotsford Caledonian and St. Andrews Society was held in the Masonic Hall on Saturday evening. Later the regular social was held by the members, when a musical programme was enjoyed and refreshments were served.

Mr. P. H. Wilson is intending to build a residence on the property once owned by Mr. J. L. Kennedy.

The Misses Annie and Helen McCallum were the recent visitors of Mrs. and Miss Gillen of Vancouver.

Mr. J. A. McGowan was in Vancouver a few days this week attending the meeting of the Western Retail Lumber Association of the Prairies.

Preparation are completed for the Valentine Dance which it to be held in the Theatre on Friday evening, February 16th, under the auspices of the Abbotsford Review of the W.B.A. of the Maccabees. A tenor banjo player has been added to the orchestra, which includes five other musicians.

Rev. and Mrs. A. H. Priest spent a few days in Vancouver during the week.

Mr. Neil McLeod was a visitor to Vancouver recently.

Mrs. Dan Smith is spending a week at the home of her mother, Mrs. Hicks of Mt. Lehman.

Miss Myrtle Burns and Mr. L. Burns of Vancouver visited their home here at the week-end.

In aid of the building fund of St Mathews Parish Hall, a concert will be given in the Alexandria Hall on Monday evening, Feb. 12th. The programme will include a one act farce by Messrs. Sweatman and Cable of Agassiz, who will also give songs and stories in costume. Musical numbers will also be included on the programme.

The Ladies' Aid of Presbyterian Church met at the home of Mrs. F. S. White on Wednesday afternoon, and enjoyed a very pleasant time the hostess making everyone welcome. The ladies decided to hold a Pancake Social at the home of Mrs. J. K. McMenemy on Wednesday evening, Feb. 28. A fine musical programme will be given and refreshments served.

Anniversary services will be held in the Presbyterian Church on Sunday, Feb. 18. Special choruses will be rendered by the choir, and sermons delivered by Rev. W. Robertson. In connection with the anniversary a social will be held in the Church on Wednesday evening, Feb. 21, at which a splendid programme of music will be enjoyed.

Mr. F. J. R. Whitchelo accompanied by Mr. A. D. Young, visited coast cities this week.

Mr. and Mrs. J. W. Wright were visitors in Vancouver on Monday.

The date for the annual meeting of the M.-S.-A. Hospital has been set for Feb. 26.

Mr Lorne McPhee of Langley Prairie visited his home here during the week.

Mr. and Mrs. J. Woods attended the dance at Otter on Wednesday evening. Mr. Woods was pianist for the evening.

Mrs. T. A. Swift visited aVncouver at the week-end.

Mrs. H. P. Knoll is visiting in coast cities.

The Abbotsford Mill resumed work on Wednesday after a close down of two weeks, due to cold weather.

Mr. Purvis of Huntingdon, who has been quite ill is now convalescent.

The regular meeting of the L.O.L. 1867 was held in the Orange Hall on Thursday evening, with the master, C. Spring, in the chair. The new members were initiated and lodge business transacted. Mr. David Hippwell of Vancouver was a visitor at the meeting.

I.O.O.F. STAGES MILITARY WHIST DRIVE

An enjoyable Military Whist drive was given under the auspices of the I.O.O.F. Lodge of Abbotsford, in the Masonic Hall on Wednesday evening. First prizes were won by Mr. and Mrs. Bryanton, Mrs. Gray and Mrs. Upham. Consolation prizes went to Miss E. McMenemy, Mr. A. McCallum, Mr. A. Ayres and R. Sarrell. Dancing was later enjoyed until an early hour, Mr. Rucker's four piece orchestra supplying the music.

W. A. GIVES ENJOYABLE WHIST DRIVE AND DANCE

An enjoyable whist drive was given in the Masonic Hall on Friday evening under direction of the W.A. of the G.W.V.A. Although the attendance was not large a very nice time was experienced. First prizes were won by Mrs. A. M. King and Mr. Mc Guire; Mrs. H. Thorn and A Ayres receiving the consolation prizes. Music for dancing, which followed was rendered by Miss E. McMenemy, pianist, Mrs. Barret, Miss B. West, violin, and Mr. J. Downie, drums.

CLAYBURN

Under the auspices of the Clayburn Athletic Association a jolly community dance was given last week. Music was rendered by Mrs. L. Gibson and Cecil Ball.

The Association are arranging for a concert on February 17th. The programme will consist of conjuring acts sketches, music, etc., and promises to be exceptionally good.

POPLAR LOCALS

On Sunday last Rev. W. Robertson of Abbotsford conducted service in the Community Hall, which was attended by about thirty. These services will be held regularly twice a month. Anglican services will be conducted every third Sunday of the month by Rev. A. H. Priest.

Next Wednesday evening, February 14th, a "Hard Time" dance will be held in the Poplar Hall, which all are asked to support, as it is in aid of the hall building fund.

On Saturday evening, the 10th inst the Ratepayers' Association of Poplar will hold a meeting in the Community Hall, and all ratepayers living on the Hoghland in Ward 3 are requested to attend.

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COMING EVENTS

February 12—Concert in Alexandria Hall.
Feb. 14—Hard Time Dance, Poplar Hall.
Feb. 15.—W.C.T.U. Social evening in the Presbyterian Church.
Feb. 16.—Valentine Dance, Theatre. (W. B. A. of the Maccabees).
Feb. 19.—Liberal Association Annual meeting, Masonic Hall.
Feb. 21.—Annual Congregational Social of Presbyterian Church.
Feb. 23 and 24.—Special show at Theatre (Manslaughter).
Feb. 26.—Annual meeting of the M.-S.-A. Hospital.
March 2 and 3.—Special show at Theatre (Sailor Made Man).
March 9.—Agricultural Dance, Theatre hall.
March 16 and 17.—Special show at Theatre (Blood and Sand).
March 23.—Bank staff's dance for hospital in Theatre.
March 30 and 31.—Special show at Theatre (The Valley of Si[illegible] Men).

REPORT OF SUPERIOR SCHOOL

The following is the report of the Superior School giving highest standing in the different departments, for the month of January:

High School—2nd year, Muriel McCallum, Irene King, Gladys York; 1st year, Verna Stinson, Betty West, Eleanor Blatchford.

Division II. — Entrance Class, Robt. Baker, Mary McDonald, Ronald Hay; junior 4th, Naomi Matthews, Marie Clappier, Eldred Cruthers.

Division III.—Senior 3rd, Barbara Brydges, Delia Rukas, Dorothy Taylor; junior 3rd, Earle Kerr, Eva Cruthers, Richard Millard.

Division IV.—Jnuior 3rd, Violet Rucker, Vera Bedlow, Harry Gibson; senior 2nd, Marjorie Weston, Bryce Spring, Elsie McDonald.

Division V.—2nd Reader, Allen Hay, Ralph Fountain, Caroline Leary; 1st reader, Ivy Bailey, Leah Deering, Ethel Johnson; 2nd primer, Gordon Gosling, Olive McNelly, Ida Horn.

Division VI.—Promoted 1st reader, Foamie Kondo, Erwin Wright, Sydney Hay; to 1st primer A, Betty Swift, Mary Bennett; to 1st primer, B, Thelma Cruthers, Ina Schluter, Peter Ker.

ABBOTSFORD HOTEL

Registrations at the Abbotsford Hotel during the week include: W. F. Brand, H. P. Wilson, F. B. Urguhart, W. S. Hawkes, T. H. Ingram, J. F. Burlington, A. Rockwell, J. T. Wheatman, F. L. Bolt, all of Vancouver; George Crane, Sydney, Man.

ANNOUNCEMENT

We wish to announce that Dr. Charles Pritts, Graduate Optometrist will be at Hendrickson Bros. Jewelry Store, Sumas, Wn., every day owing to his increase in business there. Eyes scientifically examined. Glasses of all kinds properly fitted, also broken lenses duplicated. Examination free. Satisfaction guaranteed.

Services will be held in St. Mathew's Anglican Church at Abbotsford every Sunday night at 7:30. Rev. A. Harding Priest, vicar.

NEW PARTY SAYS IT BELIEVES IN FOLLOWING

That the time has now come when British Columbia must keep expenditure within its prospective income, and that there must be no resort to increased taxation, but rather a determined effort to reduce and more evenly distribute the same.

That the activities of the province should be thoroughly enquired into with a view of discontinuing those, the results of which are not commensurate with their cost; that unecessary and inefficient staffs and useless department and commissions and their array of political dependents, be dispensed with, and that business efficiency be restored to our provincial government, thus not only saving but discountenancing the continuation of any office for its political patronage.

That the people generally are dissatisfied with the administration of the Liquor Act its attendant scandals and accusations of graft; that the unbusinesslike purchase of liquors and the use of the business for political patronage are the opposite of efficient administration and the forerunners of disappearing profits.

That one of the great needs of the province is an increase in population This is necessary if we are going to pay our debts. The development of our natural resources, particularly our forests and mines, offers the employment necessary to provide for much of our immigration.

We believe that plans should be adopted looking to the gradual replacement of Orientals by white labor.

That the present unsatisfactory state of our provincial finances and the consequent high taxes are not only preventing new capital from entering the province, but are hampering present enterprise, and are the cause of a large exodus of our good citizens to the United States; and, further, that the lack of development is the chief cause of unemployment.

That in co-operation with Federal authorities a full investigation of the waste products of agriculture and industry should be instituted, so that these may be utilized to the best advantage.

That as the entire economic structure in British Columbia rests on shipping and the proper development of export and import trade in conjunction with the manufacturing industry, the Dominion authorities should institute foreign trade areas in such ports of British Columbia as offer the necessary facilities.

That under the present Water Act which governs all irrigation in the province, the agriculturist has no security of tenure, it is deemed necessary to re-examine the whole conditions appertaining to water, and redraft the Act in accordance with equity and justice.

That there is much need for supervision of colonization work in British Columbia, as evidenced by the many misdirected efforts of the past and that for this reason the Minister of Lands should also be the Minister of Colonization, charged with the responsibility of supervising all colonization in the province.

That the cost of transporation in British Columbia is unfair,and should be reduced

That active steps should be taken to co-operate with the Federal government and the municipalities to the end that unnecessary tax and other offices, and expensive duplication may be eliminated.

That the services of maimed and incapacitated soldiers have not been made use of in filling government positions where one hundred per cent man-power is not required.

That in the past there have been excessive and large campaign contributions, both to the present government and the opposition, which contributions have not always been for the public good; and that there should be enacted legislation requiring the filing of certified lists of all campaign contributions so that the public may know where the policitcal parties get their support.

We believe that the opposition must share with the present government responsibility for the existing state of affairs which they have in part brought about, and therefore the success of either at the polls can in no way relieve the intolerable situation in which they have involved the province.

We record our confidence in the people of British Columbia and in the future of our great province with its vast wealth of undeveloped natural resources. We are deeply concerned however, lest the apathy of the people permit extravagance and mismanagement in our provincial affairs to be continued to the point of bankruptcy, where undeveloped natural resources will be of little avail. Already matters have been permitted to drift too far. **There is no royal road out of our present situation. The hard road of efficiency and economy lighted with vision and sacrifice, is the only way.**

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