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VICTORIA
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The Abbotsford Post

With which is incorporated "The Huntingdon Star"

Vol. XXV., No. 17. Abbotsford, B. C., Friday, February 23, 1923. $1.00 Per Annum.

THE PIONEER STORE

Just Unloaded

CAR LOAD OF

Royal Household Flour

R. DesMAZES

ABBOTSFORD AND WHATCOM ROAD

Phone 16 Farmers 1913

ARE THERE TOO MANY SPOKES IN THE WHEEL?

Fruit growers sometimes wonder why they seemingly get such a small portion of the consumer's dollar and they may conclude that is is partly because there are too many people handling the fruit before it reaches the final consumer, in short there are too many spokes in the wheel.

The fruit starts with a grower, association, or local shipper, is hauled by truck to a community packing house or to the depot. Here the railroad takes possession of it and carries it to the destined market. The sales may be handled by a large distributor who sends fruit all over the United States, or it may be handled by some broker in some distant market who sells it for a small brokerage, or it may go into one of the big auction markets where a jobber buys it, this jobber may have bought the fruit or may be handling it on commission direct from the producer. The jobber may in turn sell it to a second jobber, who perhaps lives in a distant city and this man in turn may sell it to even a third jobber of wholesaler. Perhaps the fruit finally goes to a peddler who hauls it out to some suburb and sells it to a retailer, the retailer finally finally selling it to the consumer.

While this may be an unusual case, still much fruit passes through such channels and, every time it is handled there is a profit for someone and an overhead cost to be met.

Fruits and produce tonnage in this country has increased by leaps and bounds. In 1899 the vegetables, canned products and fruit from the point of origin represented 4,582,573 tons. In 1912 this had increased to 12,130,061 tons, while during the past three or four years the tonnage has varied between 17 and 19 million tons at the point of origin. This represents nearly a million cars of produce annually and an increase in consumpton of over 300 per cent and shows that the American consumer is prosperous and is becoming a more generous buyer.

While this tonnage has been increasing the number of varieties has been increasing rapidly. Thirty years ago about all the fruit we had in winter was apples. Later the banana became quite prominent and finally the orange. There has been a large increase in species and varieties offered to the consumer. Not only do we have our standard varieties of apples and bananas, but many new varieties of oranges have been introduced to the trade, such as the Valencia, Pineapple, Temple and the Satsuma. Other fruits which you will find very common on the fruit stands today which were not seen from ten to thirty years ago are grapefruit, quava loquat, kumquat, mango, avocado, Japanese persimmon, opuntia; new melons and varieties such as the Rocky Ford, the Perisian, the Casaba and the Toneydew fresh figs in great profusion, in fact, in many of our great cities we now have strawberres offered every day in the year. California grapes, apricots, and nectarines plums and peaches, instead of being offered in August only, are now on our market from May to December.

The Producer—

The producer cannot reasonably expect to make money on every fruit crop every year. No business is profitable every year; but he should expect a good average profit over a term of years. Neither is it possible not to expect some waste. There will always be a certain percentage of culls. It probably does not pay to spray and carry on orchard management to the point that one hopes to get 100 per cent clean fruit, for the cost would be prohibitive. Likewise it is not possible to take all the culls and make money out of them; some will not pay the cost of handling will fall to the ground and rot. There is much foolish sentiment written often by city writers on this waste and there are other groups of writers who think the farmer should be a philanthropist and feed the poor and needy regardless of whether or not it breaks the farmer financially to do so.

The greatest salvation of the producer seems to be to organize in large groups because he is lost as an individual and he is going to become more and more a nonentity as an individual as time goes on. He should organize a good, strong local and these locals can affiliate into centrals and develop a marketing organization of their own or can form connections with some big distributor or some bg co-operatve marketing agency.

The producer must work for con-

(Continued on Page Three)

Mr. Leonard Morris, Eye-sight Specialist of Vancouver will be at the Abbotsford Hotel on Tuesday, 27 inst, in the afternoon. Mr. Morris is one of the leading optometrists in Canada having been over 40 years practising the profession.

This is an opportunity to consult an authority on the subject of defective vision and its correction with proper glasses.

AT THE ABBOTSFORD HOTEL

Among those registered at the Abbotsford Hotel during the week were: H. Jackson, A. Currie, F. H. Studebaker, B. Friedham, J. Herron, J. G. Turgeon of Vancouver; Wm. B. Clydesdale, Cloverdale; Hon. E. D. Barrow, Chilliwack; R. E. Carter, Kilgard; W. F. Brand, W. E. Hawks, W. Jones of Vancouver.

WILL CHOOSE PICTURES FOR M.S.-A. HOSPITAL

The regluar monthly meeting of the W. A. of the M.-S.-A. Hospital was held in the Bank of Montreal Chambers on Wednesday afternoon. Much general business was transacted. The president, Mrs. A. George, was appointed to vote for the W. A. at the annual meeting of the Board of Directors of the Hospital which will be held next Monday evening. Members of the auxiliary elected on the Board of Directors for the coming year, are Mrs. H. Fraser, who served in this capacity last year, and Mrs. R. H. Eby. Miss K. Campbell, Mrs. T. Bennett and Mrs. C. Wilson were named a committee to choose pictures to be framed and hung on the walls at the hospital.

Miss K. Campbell, the matron, gave a report of the articles received from the W. A. during the past month, which included sewing of various kinds.

It was decided to hold the next regular meeting in the S. F. A. Hall, Matsqui, on Wednesday, March 12.

VALENTINE DANCE IS VERY DELIGHTFUL AFFAIR

The Valentine dance given last Friday evening in the Theatre under the auspices of the Abbotsford Review, W.B. A. of the Maccabees, was a decided success, and was well attended considering the inclement weather.

The hall was tastefully decorated for the occasion with ivy and red hearts and looked very attractive.

Mr. and Mrs. J. J. Moore, Mrs. Baden-Powell and Mr. J. A. McGowan kindly consented to act as judges for the prize waltzing. Several couples were selected by the judges, and these were later requested to dance one couple at a time, the onlookers to finally decide which was the best by applauding them.

Much merriment was caused by the contest, and the prizes were won by Miss Helen McCallum and Mr. Earnest Leary. Prizes for the lady and gentlemen guessing the most selections played by the orchestra from ten to eleven o'clock were won by Miss Tenna McPhee and Mr. George Martin.

An exceptionally nice supper was served at midnight, each person receiving a delicious heart cookie as a favor.

A fine programme of selections for dancing was rendered by the Abbotsford Orchestra.

Patronesses for the evening included Mrs. Nellie Pettipiece, Vancouver; Mesdames M. McMillan, F. Little, J. Rudge, E. Brown and J Miller.

Huntingdon

Mr. and Mrs. Dan McGillivray and family have returned from Alberta and have taken up residence in Huntingdon. Mr. McGillivray has accepted a position with Mr. B. B. Smith in his store at Hammond.

Mrs. W. Waterson was a recent visitor in Vancouver.

Mr. Roland Fadden of New Westminster visited his home at Whatcom Road at the week-end.

MR. TURGEON ADDRESSED LOCAL LIBERAL ASSN.

The annual meeting of the Abbotsford and District Liberal Association was held in the Masonic Hall on Monday evening, with a good attendance.

Provincial Organizer, Mr. Turgeon of Vancouver, addressed the meeting, also Hon. E. D. Barrow, who spoke on the Sumas dyke. All the officers of the association of last year were re-elected, viz., Honorary Presidents, Hon. Mckenzie King, Hon. John Oliver, Elgin Munroe, M. P. and Hon. E. D. Barrow; President F. J. R. Whitchelo; 1st vice-resident Angus Campbell; 2nd vice-president Mrs. H. Fraser; secretary-treasurer W. W. Groat, assisted by W. Benedict. Several new members were added to the association.

Wedding bells will soon ring again.

POPLAR LOCALS

The Hard Time dance which was postponed, will be held in the Community Hall on Wednesday Feb. 28. The Good Times Orchestra will supply the music.

The Community Association have recently purchased a fine piano, which will add to the enjoyment of the members, and help in raising funds for the building fund.

Miss Jessie Duncan has been spending a few days with Miss Euna Bates of Mt. Lehman

On Wednesday evening the community association held a whist drive and dance in the hall. A most enjoyable evening was spent, and a few dollars raised toward the building fund.

On Friday evening, the 23rd inst, Mr. Charles Good of the Provincial Poultry department will lecture in the Poplar Hall. Admission to lectures free.

SURPRISE PARTY GIVEN MISS KATE PARTON

In compliment to her birhday, a gathering of young friends took a pleasant surprise party to the home of Miss Katie Parton on Tuesday evening. Games and dancing filled the happy hours until midnight when refreshments were served

Mrs. A. C. Salt and Mrs. R. Gilmoure were hostesses for the evening.

CLAYBURN

The concert given on Saturday evening under the auspices of the Clayburn Athletic Association was well attended and very much enjoyed. Conjuring acts given by Messrs. Kidd and Mckenzie of Vancouver were much applauded also vocal selections by Miss Adams of Vancouver. Other items on the programme were given by popular local talent.

A community dance is held in the school house at Clayburn every Saturday evening, when real sociable evenings are spent.

INTERMEDIATES WIN IN GAMES AT MISSION

The senior, intermediate and girls' basketball teams of Abbotsford journeyed to Mission on Saturday evening and played the game with the corresponding teams.

The gallery was well filled with spectators, and a very fine exhibition of basketball was put up by the teams.

The senior game resulted in a victory for Mission, the score being 31-29. The girls also lost to Mission, with a score of 9-4. The intermediates however put it over the away team and won with 16 points to 8.

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

HAVE YOU compared our PRICES?

We are prepared to meet mail order quotations on all lines of Groceries; Don't take our word for this but investigate yourself, a trial order will be positive proof;

Dry goods, Men's wear, Boots and Shoes and Crockery are arriving daily, we will be in a position to offer for your consideration a most complete stock of the above lines at prices in many instances less than that asked in the large centres; Make this store YOUR STORE; We solicit your trade on the merit of our merchandise, service and courtesy.

A FEW GROCERY PRICES: We will have our price list ready for circulation by the end of the month; if not on our list we would appreciate your name and address; WE PREPAY ALL CHARGES ON ORDERS OF $10.00 AND OVER.

Smoked Kippers, 3 lbs. ..25¢

Old Dutch Cleanser, 2 tins for .....23¢

Campbell's Soups, 2 for ..25¢

Quaker Corn, per tin .....15¢

Pure New Orleans Molasses .....25¢

Royal Crown or Sunlight Soap, a pkg. .....25¢

TOWELLING, Colored Crash, exceptional value, at a yd. .....35¢

BUTTERICK PATTERNS UP TO DATE.

NEW STOCK OF GINGHAMS

BOYS' SOLID LEATHER BOOTS, Williams' Make, sizes 1 to 5½, at a pr. $3.95

SUITS FOR MEN and BOYS ALL SIZES

ODD CUPS, plain white, to clear at 2 for .....25¢

Spring samples of Men's Tailored to measure clothing, over 1000 samples.

F. J. R. Whitchelo

Limited

ABBOTSFORD'S "STORE OF QUALITY"

THE ABBOTSFORD POST

Published Every Friday

J. A. BATES, Editor and Proprietor

FRIDAY, FEBRUARY 23, 1923

RED CROSS REPORT FOR YEAR 1922

Reports read at the annual meeting of the Provincial Division, Canadian Red Cross, show that an enormous amount of work has been done by the Society during the past year.

In the Red Cross workshops, in Vancouver and Victoria fifty or sixty men are employed. All of these men are ex-soldiers whose war disabilities prevent them from earning a living in the open labor market. Because of this fact, a monthly deficit has been unavoidable, and the consequent drain upon the funds of the Organization has been extremely heavy. However, an agreement recently entered into with the Department of S.C.R. provides for payment by the government of 85 per cent. of the capital expenditure and 75 per cent. of the monthly operating deficit up to $25.00 per month per man, and his will relieve the Society of a part of its burden.

Other work on behalf of ex-service men includes regular visits to those undergoing institutional treatment in various parts of the province, and the provision to them of clothing and other comforts. In connection with this branch of the Society's activities the following sums have been expended:

Vancouver	$ 551.00
Victoria	999.90
Tranquille	2522.61
Essondale	1699.84
New Westminster	805.13
	$6,478.48

The various Branches of the Society have looked after the needs of returned men in want, particularly in cases of sickness. Many of these have families, and they have been supplied with food, milk, clothing, etc., or have been granted loans which they have repaid in small monthly installments.

Five refugees at Merville and Lang Bay were actively assisted by the Society, with clothing and other necessities as well as with money, and the government called upon the Red Cross to administer the grant of $1,500.00 made by it to the sufferers at Lang Bay. By arrangement with the Dominion military authorities, the Red Cross Society will be supplied at once with field kitchens, tents, blankets, etc., in case of need in emergency.

In several districts in the province the Red Cross Public Health nursing service has been established, and much benefit has accrued to the communities concerned. Beside visits made by Red Cross nurses have totalled 4,000, instructive visits 2,076, child welfare visits 1,471, and inspections of school children 4,000. For the present, the extension of this service will not be attempted, but the efforts of the nursing department of the Society will be concentrated on Home Nursing instruction classes. A large number of women have already taken courses of instruction in these classes, and the teaching has proved extremely popular.

An interesting portion of the work of the organization is that of the Junior Red Cross. This is now being organized in British Columbia, and already many branches have been formed. The Junior Red Cross, the branch officers of which are themselves children, not only trains the child for the duties and responsibilities of citizenship, but it fosters and encourages the altruistic spirit which is latent in all children. All fees paid, and monies collected by the Juniors are devoted to helping poorer children who need surgical or other treatment which their parents are too poor to provide them with.

It is hoped that the coming year will see a considerable increase in the activities of the Provincial Red Cross, and that even greater progress than formerly will be made in the attainment of the Society's peace-time aims; the promotion of health, the prevention of disease, and the mitigation of suffering throughout the world.

A LITTLE CHAT WITH THE HOME MERCHANT

That the foreign "catalogue habit" is the most serious handicap to progress confronting local communities in Canada today cannot be denied.

Merchants individually and collectively, have worried much over the fact, and have tried to devise ways and means to counteract the inroads of this commercial parasite.

Little or nothing has so far been accomplished. The evil remains rampant.

Many local newspapers have done and are doing their part to brand the catalogue habit as a disease and a blight that has sent hundreds of once promising towns to the industrial and commercial boneyard, decreased realty values, put social conditions on the blink and halted educational progress.

A proportion of the merchants have also done their part. Many merchants, however, are not doing their part—or doing it only haphazardly.

At the present time the retail merchants of the country have under way a gigantic scheme for co-operative buying that will supply them with an important leverage for appealing to the people to give preference to the local store on a basis of competitive comparisons.

But this alone will not fill the bill satisfactorily.

In the opinion of the writer there are two further essentials which must be consistently and persistently practiced.

1. Adequate advertising in the local newspapers;

Community loyalty and community propaganda that will reach every resident of every locality.

It has been found to be absolutely true that districts where the merchants use but sparingly of the advertising columns of the local newspapers, and where there is no healthy spirit of local pride and patriotism and congenial community relations, are the districts where the big mail-order concerns of the distant cities work their greatest havoc to the community aconomic interests.

A statement to this effect was made some time ago in an address given before an advertising association in the United States by the advertising manager of the well known mail-order firm of Sears-Roebuck, Chicago. This firm employs a large staff of clerks to check up on the advertising carried by local newspapers through the country, and to tabulate the general community spirit existing. In communities that are lax in these regards, the work of flooding such districts with the mail-order catalogues and other literature begins, and, says the advertising manager referred to above, "We find that we always secure more business in those sections."

Does this signify anything to the home merchant?

The big mail order houses make continual war upon the local merchant in the latter's own territory. Surely it is time the home merchant was utilizing every possible weapon to put the unscrupulous enemy to rout, for the sake of his business, his dignity and the community's prosperity.

POTATOES EXPERIMENTS AT INVERMERE, B. C.

At the present time there are three methods of improving the potato. First, the purification of existing varieties and the maintenance of strong, vgorous stocks. Second, the utlization of bud mutations. Third, the development of new varieties from seed.

Under the first heading this Station is testing out many of the present-day varieties that are being grown throughout the Dominion. The varieties are kept absolutely pure, and by rogueing and individual tuber selection vigorous stocks are obtained. Individual tuber selection was started 3 yrs. ago after hill selection had been tried out for a number of years and found unsaticfactory. The tubers are brought out to the light three or four weeks before planting time and allowed to sprout. Only tubers showing market sprouting tendencies are selected.

From the second method of bud mutation little hope can be held out of improved varieties, although most investigators are constanly on the look-out for mutations.

From seed balls, whether naturally or artificially pollinated or cross pollinated, it is possible to develop new varieties. The seed is treated similarly to tomato seed, being planted in hotbeds and transplanted a couple of times before being set out in the open. From the large number of colours, shapes and forms that appear, selection is necessary followed by tests with standard varieties.

During the past two seasons some work on soil fumigation has been carried on in the control of scab and rhizoctonia creolin, pacolia and crude carbolic acid being used.—Experimental Farms Note.

A TRAGEDY IN BUSINESS

Under the above caption, the Victoria Colonist says:

"The irony of failing to keep pace with modern business requirements is illustrated in the fate that has overtaken the famous blacking firm of Day and Martin, which, after an existence of over 150 years, is about to be sold. In its prime the firm was a 'gold mine.' Mr. Burlson, its managing director, says, 'the case of Day and Martin is one of the tragedies of British enterprise.' It is all summed up in the one phrase, that it failed to advertise. In the old days the blacking was advertised until it became a household name, but when the polishes of other firms came out the directorate of the firm thought that nothing would hurt the product. They did not meet the advertising competition. Too late they found their mistake, for they could never recover the ground they lost.

"There is a moral in this for all business undertakings in these competitive days. It pays to advertise for the consuming public gain the bulk of their information about commodities through the printed word. When Day and Martin were at the height of their advertising career they gained mention for their product from such authors as Dickens, Tom Hood, George Eliot and Carlyle. Had they continued to increase their advertising as the competition with them grew their product might very well have still been the best seller of its kind in the world."

B. C. MINISTER IS PRAISED IN U. S.

VICTORIA, Feb. 21.—Hon. William Sloan, minister of mines and commissioner of fisheries for British Columbia, is picked out by the New York Times Current History for presentation to the people of the United States as one of its 12 representative Canadians, "men who have achieved prominence in the field of statesmanship, industry and commerce, entitling them to admission to the nation's 'Hall of Fame'," according to word from New York which has just reached the parliament buildings.

The others placed in the hall of fame are: Baron Shaughnessy, Hon. W. S. Fielding, Sir Lomer Gouin, Right Hon. Mackenzie King, Hon. P. C. Larkin, J. J. Morrison, United Farmer leader of Ontario; Pat Burns John R. Booth, the Ottawa lumber and paper king; Sir Hugh John Macdonald of Winnipeg, Sir Charles Hibbert Tupper of Vancouver and Sir Frederick Haultain, chief justice of Saskatchewan.

Of Mr. Sloan, the paper says:

"He has lent dignity to public life, and his speech on the deep sea fisheries and his report on the mineral wealth of Canada are on record among state papers in the archives."

MOST LOGICAL ROUTE

The Princeton "Star" reports that the engineer in charge of the survey party working on the Hope-Princeton roadway survey was in town recently and stated that the work was progressing most satisfactorily. So far there was only about three feet of snow on the trail and a party made the trip from Princeton to Hope in five days during the last week in January.

The snow on this section of the trans-provincial highway is not nearly as bad as on the Cascade-Rossland section where over eight feet of snow has been reported so far this winter. As the "Star" says the Hope-Princeton trail will be a portion of the transprovincial highway. "It is the shortest, the most cheaply built and altogether the most logical of any of the suggested routes."—Chilliwack Progress.

You can't wake up and find yourself famous unless you wake up.

Thirty-five secretaries are required to deal with the Pope's correspondence.

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."

This little courtesy will not only prevent the caller from becoming impatient but will release both lines for other calls.

British Columbia Telephone Company

SERVICE CHEVROLET STATION

TRADE

in your old car in part payment for a 490 Chevrolet

Easy payments for the balance.

A new car means, that you will have new tires and but few repairs for sometime—according to usage.

STUART MOTORS

Chevrolet and Nash Agents

Mission City, B. C.

BANFF-WINDERMERE ROAD OPENS IN JUNE

OTTAWA., Ont.,—The Minister of the Interior has set the date for the opening of the Banff-Windermere motor highway through the Canadian Rockies for traffic for Saturday, June 30. The official ceremony will take place about noon at Vermilion Crossing, a point midway between Banff, Alberta, and Windermere, British Columbia. It is proposed that motorists from the east or Banff end of the road and from the west or Windermere end should leave their respective points early enough in the morning of that date to meet at the Crossing at noon in time for the ceremony.

The new highway, which forms the connecting link in the 6,000 mile "Grand Circle Tour," through Western Canada and the United States, was completed last fall and the engineers expect that by the end of June everything will be in readiness for the opening and the summer traffic.

The new road is built through the heart of some of the finest scenery in the Rockies, seventy-three miles of it being through virgin mountain and forest country where many of the peaks as yet bear no name. One of the unique features of the road is that it crosses two mountain passes. The main range of the Rocky Mountains is traversed via the Vermilion pass at an altitude of 5,600 feet and later the road is carried over the Brisco range through the Sinclair pass at an elevation of 4,950 feet. The grades, however, are easy, the average being 3 per cent. A grade of 9 per cent. is the maximum and this occurs only at one point over a stretch of about 400 feet.

Alex. S. Duncan

Barrister Solicitor

Notary Public

OFFICE

J. A. Catherwood Building

Phone 3601 P. O. Box 69

MISSION CITY, B. C.

J. H. JONES

Funeral Director

AGENT FOR HEADSTONES

Phone Connection. Mission City

Wm. Atkinson

General Auctioneer and Live Stock Specialist.

23 years among the Stockmen of the Fraser Valley. Am familar with the different breeds of live stock and their values.

Address all communications to Box 34 Chilliwack, B. C.

Eats Way to Freedom—Arthur States, of Monroe County, Ohio, was sentenced to work out a fine of $1,000 for liquor violation. During 129 days, he ate $90 worth of food and worked out only $60 of his time. To save money for the county he was released on parole.

A. E. HUMPHREY

B.C. Land Surveyor and Civil Engineer

Room 6 Hart Block, Chilliwack
Box 422. CHILLIWACK

Yarwood & Durrant

BARRISTERS and SOLICITORS

LAW OFFICE

OPEN EVERY FRIDAY

ABBOTSFORD, B. C.

ALAN M. BROKOVSKI

AUCTIONEER and VALUATOR

Auction Sales Conducted

SATISFACTION GUARANTEED

LIVE STOCK a Specialty

P. O. Box 94

Radio Station Pages George Park, Alberta

The value of newspaper radio broadcasting on the prairies was demonstrated yesterday when A. Alexander of Shanghai was brought into touch with a friend he had not seen for 20 years and who resides in southern Alberta.

Mr. Alexander, who decided on making a trip to Canada and would arrive here in February 16, was anxious to locate a friend he had known 20 years ago in South Shields, England, but who had since come to southern Alberta to farm. On the assurance of the Canadian Pacific agent in Shanghai that if Mr. Alexander would write the Canadia Pacific office in Vancouver, and his friend George Park is still a resident of Canada the C. P. R could find him. Mr. Alexander hao faith and wrote J. J. Forster, general passenger agent of the Canadian Pacific steamships here.

Mr. Forster asked F. J. Hurkett, city passenger agent of the Canadian Pacific railway at Calgary, to get Mr. Park as soon as possible. The Calgary ticket agent took the messge and, going across the street to the newspaper radio office, broadcast:

"If George Park, formerly of South Shields, England, gets this message, please communicate at once with the Canadian Pacific offices at Calgary."

Inside 15 minutes Mr. Hurkett received a long distance telephone call from George Park, who had become a prosperous farmer in Alberta and believed in keeping in touch with the outside world by radio.

A letter is now on its way to Mr. Alexander, who will pick it up here on his arrival from Shanghai.

NEW ORPHANAGE IS PROPOSED

At the convention in Victoria last week of the Provincial Grand Orange Lodge approximately 200 delegates were present from points in British Columbia. The convention continued until Thursday night. The Grand Black Chapter of the lodge met on Tuesday, and the Ladies' Orange Benevolent Association on Tuesday and Wednesday. Officers who presided at the convention were Capt. C. W. Whittaker, grand master J. E. Carpenter, grand secretary, and L. G. Rayner, treasurer, all of Vancouver.

Celery King is the thing to stimulate the liver, cleanse the bowels, purify the blood, banish headaches and make you feel the joy of better health and strength. Nature's own laxative and tonic roots and herbs in Celery King. 30c and 60c packages.

Are You Coughing?

Why not relieve it this very day? A few drops of Shiloh banishes that tickling in the throat that maddens you. A few doses heal up the sore and inflamed tissues in the throat and really banish that cough. 30c, 60c and $1.20. All druggists.

SHILOH FOR COUGHS

ARE THERE TOO MANY SPOKES IN THE WHEEL?

(Continued from Page One)

solidation of tonnage because it is only by such a policy that he brings about reforms and benefits which are essential. We have some splendid examples of consolidation. Take the banana industry, largely handled by one big concern. Fifty years ago the banana was unknown. Today we consume from 45 to 50 million bunches a year. They are distributed to every hamlet in the country and so sold that the producer, the handler, the retailer all make money and the consumer busy the fruit at a fair figure. The orange is another good example. Probably 75 per cent of the oranges are either handled by the California Fruit Exchange or the Florida Citrus Exchange. These organizations have built up strong marketing machines. The California raisin, prune, walnut and almond of that state are also examples of efficient marketing coming from the consolidation of tonnage. This marketing means wide distribution, the development of new carload marke s, and relatively low overhead and sales cost. They generally conduct an advertising campaign and are gradually increasing per capita consumption, which is essential to any frut ndustry.

While the season for such fruits as raisins, prunes, oranges, etc., has been lengthened, on the whole the more districts that go into the production of fruits, the shorter the season becomes for any one district. Also as the varieties and types increase the shorter the season becomes for each. Apples must be largely out of the way by midwinter for by spring there are too many fresh vegetables and fruits arriving in the market. Thirty per cent of the apples should be sold f. o. b. before they are harvested and at least 60 per cent should be in the consumers' hands by January 1st. Coupled with this policy the producer must fight to get quality plus yield because that means profit to him.

Packing Costs—

Much money should be saved in packing by hauling fruit by auto trucks to central buildings. These central buildings can be better equipped and are cheaper per unit than the small individual houses. There is a less number of rooms to keep in order, less number of buildings to depreciate, and a much less capital is really invested in the industry. Likewise, a superior form of inspection can be carried on. Thus we gain efficiency, lower costs, and a better product.

Transportation—

The lack of cars is a serious proposition. It is evident that the 113-000 refrigerator cars are not enough to handle a million cars of products Much time and expense could be saved, however, by cutting down the number of cars diverted, by saving demurrage and by establishing a marketing system which gives wider distribution and more f. o. b. sales. Transporation rates are too high. Undoubtedly, now that the railroads are beginning to make money again these rates can be reduced to pre-war figures by allowing the railroads to run their own business. Fruit growers all over the country should agitate this question strongly and see that transporation figures are eventually brought down to a reasonable basis. A great relief to the fruit industry could be brought about in that way.

The Distributor—

One of the principal men in handling the fruit is called the "distributor". He handles his fruit from some distant market and sells it in the various markets of the country. As a class they are able men. Some however make loud claims as to their efficiency as distributors who ought to change their title to "concentrator." They simply sell in three or four markets, make few f. o. b. sales. They feel the markets from day to day. They may auction now and then. They sell to jobbers who sell to other jobbers. Certainly such a distributor is of very minor benefit to the fruit industry and could easily be done away with.

The Broker—

The dried or canned fruit broker is a fixture, an essential part of marketing machinery. Perhaps more so than the fresh fruit broker. There are however, fresh fruit brokers in nearly every market who are very able men and who work on a narrow margin. They have built up a fine clientele. They are efficient marketing agents. During the time of over supply, they may be crowded however as they rarely have storage facilities.

The Jobber—

The jobber has been too harshly criticised, from the producer to the consumer. Whenever the word "middleman" is mentioned every one thinks of the jobber, commission man or wholesaler and I use these three as representing the same type. He is not a profiteer in any sense of the word. Formerly great profits were made in the business but the past few years probably the profits dropped from 7 to 10 per cent. A report recently got out by the International Apple Shippers would indicate a gross profit of about 9.79 per cent. leaving a net profit of only 2.42 per cent, but out of 9,476 cars which were recently handled they found the gross profits was only 3.16 per cent which when operating costs are deducted means a loss of 2.39 per cent without counting salaries and interest on investments. While these figures are due partly to the fact that the produce business has been going through a period of deflation and readjustment, nevertheless the jobber has come in for much unjust criticism. He is generally a pretty substantial man and his rating can easily be found out if one cares to take the pains. He is a hustler, puts in long hours and turns a tremendous amount of fruit into the consumers' channel. He can be criticed in some ways. Perhaps at times he encourages too many shippers to grow too big a tonnage and under the present system of marketing overloads the retailers who find that the products can be criticised for staying too long in congested districts and attempting to do business in the same cramped quarters as his fathers did twenty years ago. He often fights improvements, keeps too little help a few hours of the day and too much help the rest of the time. His methods are often antiquated in regards to handling. He does not have the room to use gravity carriers, cranes and machinery which would greatly reduce the cost of handling and bring the cost of handling and bring his business up-to-date.

Rehandling Charges—

These are one of the cost aggravating propositions to meet in the fruit game because in the aggregate they are tremendous. Whenever fruit changes from one hand to the othor, whenever it has to be trucked, unloaded, reloaded, reshipped, there is a tremendous cost which mounts and mounts and undoubtedly this is one of the items which gradually can to a considerable extent be reduced and eliminated. In some big markets there have been abuses of these rehandling charges and undoubtedly at times they have been higher than is necessary.

The Wholesale Market—

Taken by and large the average wholesale market of the American cities is not an efficient proposition. It is congested, facilities have long since been outgrown, the methods of handling are antiquated and expensive. A man well acquainted with the jobbing trade recently told me that in one of the largest American cities there was probably a million dollars worth of products stolen a year, and when one visits these congested districts it is easy to see how this can be brought about. There is too much handling by man power, too much rehandling, too much redistribution, which is the result really of too much concentration in districts where facilities are not ample to handle the products in the way they should be handled. It is gratifying to know, however, that steps are being taken to remedy this condition and we can expect in the next few years much relief from this source. Of course, we can conclude however that it costs far to much to handle the food after it reaches a typical big city.

The Auction—

Nearly all the fruit which is imported into this country is sold in the big cities through the auction. A are very narrow in fact, on some staples like coffee and sugar they are probably too narrow. His margins on vegetables and fruits are unvery large per cent. of the oranges in sea-board markets are sold so but not in interior markets. A huge tonnage of berries, cherries, plums, peaches, pears and other perishables is moved through auction channels. The auction is capable of moving a huge tonnage in a short time to many buyers at a low cost. Apple growers have never felt that the auction was the proper way to dispose of such fruit. They may be partly right and wrong in this. The fact that apples are produced in every state of the Union complicates the question somewhat but possibly it is best to try out the auction thoroughly because it has been found at times to be very valuable in the moving of an increasing tonnage of apples.

The Peddler

This fellow is probably the most irresponsible of any connected with the fruit business. He does not care about the producer, the consumer or anyone else connected with the future of the industry. He is often a man whose business ethics are more or less questionable and will resort to all sorts of methods to make money. At times he works on a narrow margin but too often he is looking for profits which are unreasonable. Of course, his costs are high, but nevertheless he is not a link in the chain which is developing a fruit business along good lines.

The Retailer

The retailer is generally classed as a man who is making an enormous profit but on the whole his margins reasonably high, although he will often claim that were these products given to him he could not sell them for less. The trouble is he expects to big a turnover and he allows much of the stock on hand to wilt and decay, which makes his losses so high that he feels he cannot sell for less. He needs to be educated along the lines of a big turnover and a narrow margin and this can be brought about by intelligent co-operation and work but it is going to take lots of hard work to do it. Occasionally his profits are too high. Recently last summer we traced the sale of grapes. A four basket crate which wholesaled at $1.25 a crate, the retailer charged $1.25 a basket. Now from the point of the producer this was 300 per cent. but if you always work on the basis that there is never more than 100 per cent., then this man made 75 per cent.; but whether he made 300 or 75 per cent. it is immaterial. The fact remains that he bought something for $1.25 and sold it for $5.00, or a margin of $3.75 to meet his overhead expenses and profits. This is an exaggerated case possibly and is not typical but such things are happening very frequently. The retailer does not follow the market downward, neither does he follow it up. He unloads whatever he has on the basis on which he bought and starts over on his new buy. The chain store is the salvation in the retail business. Two or three years ago when prune growers on the Pacific Coast were trying to get 5 and 6 cents a pound for their prunes, some of the retailers were asking 50 to 35 cents a pound. The big chain stores came in and offered two pounds of small prunes for 25 cents or a pound of large ones for for 19 cents, and brought prunes into consumption.

There are far too many retailers in the country. Charles C. King recently writing in the "Produce Dealer" of Philadelphia, says that there are 3,000,000 retailers in the United States, or one person in twenty is in the retail busines. A report from the retail grocers of Pennyslvania shows that in the United States there are 335,212 groceries or delicatessens. This is exclusive of fruit stands, and peddlers, but this means one of these stores for every seventy families. There are 24,000,000 families in the country.

There is far too much competition, too many buildings, too many clerks, too many overheads, too great an investment. The number in the wholesale trade has been reduced since the war, but the retailers have continually increased. During the war we encouraged probably too many food handlers and anyone who does not know what else to do goes into the retail business. Sometimes with three or four houndred dollars one can establish oneself in such a business.

The fruit retail business has changed hands largely from the Italians to the Greeks. The latter knows little or nothing about the fruit which he sells, often does not know the varieties, but he is interested and willing to be educated and wants to learn.

Too Many Handlers

We have shown that there are too many retailers and wholesalers in the game and more and more are getting into it. The number is increasing rapidly and must materially decrease before relief comes. The number of distributors has increased 50 per cent. in the last twenty years, while the number of producers has decreased. If this keeps on in another score of years there will be as many in the non-productive distribution work as there are in the productive work. This is a bad economic situation.

Parcel Post

This has been a big disappointment to the producer. It is very limited and will work only in one zone or two. Recently we had a peach box of Delicious apples from Wenatchee which cost $1.89 postage. There were 13 large apples in the box. Pack baskets can be sent from Michigan to a city like Chicago for about 38¢ but this means a pretty expensive proposition when figured on the basis of bushels, but it can be used in one or two zones.

The Consumer

The consumer buys from hand to mouth. You only have to visit the chain stores to see him come in and buy a tiny package or a pound or two of some kind of food and go away with it. He knows little about varieties of fruits and their value. He is unsold on fruits except for a very few kinds such as bananas. He looks upon fruit as a luxury on the one hand or a medicine on the other. He has never been brought to look upon fruit as a food. This must be a step which all connected with the fruit industry must take if we are to increase the consumption of certain types of fruit.

While there is an increasing consumption of organized fruits like the banana, orange and raisin and of the grape because of prohibition, nevertheless, the deciduous fruit business on the whole is not increasing as it should. There is much truth in a statement recently made by Dr. J. W. Loyd of the University of Illinois, "That the average city consumer feels that fruit is a luxury and he can only afford to buy it freely when the price is so low producers sell it at a loss." Under present marketing conditions we have reached the saturation point with some fruits. Whenever the apple crop passes 25 million bbls. and the peach crop 40 million bu, the producer grows at a loss. This should not be so and by proper marketing much larger amounts can be sold at a profit. We need more advertising such as has been done for the cranberry, orange, raisin, walnut and prune. This advertising has done much to increase the per capita consumption. We need co-perative advertising. We need everyone connected with the trade to advertise just the way the national canners do the pineapple canners, the way advertising is carried on appie week. Could we get all the people who have anything to do with handling apples and other fruits to advertise, it would increase consumption very materially; through advertising propaganda the consumer must realize that fruit is a food, one which is palatable, nutritious, healthful and economical.

Next we need to encourage the consumer to buy fruit by the package. Buying two or three specimens at a time is extravagant. If he buys a small package he will eat more fruit and this will encourage consumption.

Conclusions—

Perhaps no one is making on the whole big profits in the fruit game. Where the trouble seems to be is, there are too many men handling the package before it reaches the consumer. In other words, there are too many spokes in the wheel Relief will come to a certain extent by consolidating the tonnage, in producing good quality and a heavy yield per acre, meaning the producer can sell at a low price and still make a profit. We should try the community pack, we should consolidate tonnage so that we can get the benefits of wide distribution, develop more carload markets, and avoid over-concentration. We should encourage such movements as chain stores and possibly some can be developed which will handle only fruits and vegetables. We must take up consumer advertising and educate the consumer and the retailer. The retailer must be converted to the idea of a quick turnover and a narrow margin. The consumer must come to look upon fruit as a food and must be encouraged to buy in larger amounts. Gradually the number of people handling the fruit will be reduced. It is going to take patience. These things will not come about rapidly. Improvement will come only by the great body of producers working hand in hand to bring these reforms.—C. I. Lewis in American Fruit Grower Magazine.

Circulation

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This Paper will accept $1.00 cash for two years' subscription. For twelve years this paper has constantly and consistently boosted Abbotsford, now that the Post is after a larger circulation is a good time to help out.

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You know our old Speciallies? We still have them.

I solicit a part of your patronage for 1923.

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PERSONALS

The Board of Trade accompained by the Abbotsford Band are holding a meeting at Whatcom Road this Friday evening.

Miss Flora Heiler, R. N. of Vancouver, who has recently returned from a trip through England and the United States, is the guest of the Misses Tretheway.

Mrs. D. Smith is visiting her mother, Mrs. Hicks, of Mt. Lehman.

Miss Gertie Smith of Vancouver spent the week-end at her home here and attended the Valentine dance.

Mr. Leslie Tretheway has returned to Harrison Mills, after visiting his home here.

Rev. A. Ross of Clayburn was a guest at the Manse on Monday.

Mr. J. Hutchinson has returned home from Agassiz.

Mr. Archie Conway of Central Park is spending a week as the guest of his brother.

The lecture which was to have been given on the 21st in connection with the anniversary services of the Presbyterian Church has been postponed until Monday, March 12th. pned until Monday, March 12th.

Mr. Edward Nelson of Craigmyle, Alberta, who is visiting in Vancouver was the week-end guest of Mr. and Mrs. L. Farrow.

Mrs. S. Bedlow visited her parents, Mr. and Mrs. J. C. Alder at Newton at the week-end.

Mr. John Mckenzie left on Tuesday for a visit to California.

Mrs. A. McPhee was a visitor to New Westminster on Wednesday.

Miss Gilley spent the week-end at her home in New Westminster.

Mr. Keep has left Abbotsford to take up residence in Alberta. Mrs. Keep will also go to Alberta as soon as business affairs are settled here.

Mr. J. Laughton of New Westminster was a week-end visitor in Abbotsford.

Mrs. J. Caldwell, Sr. has returned from a visit to Vancouver.

Mr. and Mrs. M. M. Shore were visitors in Vancouver on Monday and attended the hockey match.

Mr. and Mrs. N. Hill are rejoicing over the arrival of a baby girl, born in the M.-S.-A. Hospital on the 16th inst.

Mr. L. Collison of Cloverdale spent the week-end in Abbotsford.

Mrs. Baden-Powell entertained at tea on Thursday afternoon. Among the guests present were Mrs. Kemp, Mrs. H. Peck, Miss E. Peck, Mrs. J. McGowan, Mrs. J. J. Moore and Mrs. A. McPhee.

Mrs. A. Currie was a recent visitor in Vancouver.

Mrs. G. N. Zeigler has returned home after having spent two weeks in Vancouver.

In the Alexandria Hall on Wednesday evening, the Abbotsford Basketball teams played against the teams from Langley Prairie, and were the winners in all three games, viz., senior, intermediate and girls' teams.

Mr. W. Benedict was a visitor in Vancouver during the week.

Mr. and Mrs. Brown of Saskatchewan, who are spending the winter in Vancouver, were the recent guests of their brother and sister, Mr. and Mrs. J. Arthur of St. Nicholas.

In compliment of the tenth birthday of her little son, Joe, Mrs. J. E. Tretheway entertained a gathering of little friends at her home on Thursday afternoon. A most enjoyable time was spent by all.

On the occasion of his birthday, Mr. R. Weir was host at a very enjoyable party at his home on Wednesday evening. Cards were played and later a very dainty repast was served.

Mrs. E. A. Barrett is visiting in Victoria and other coast cities.

Mr. and Mrs. D. G. Bundy, who were recently married in Glasgow, are the guests of Mrs. Bundy's sister, Mrs. James Downie.

Ridgedale News

Before a large and appreciative audience in Ridgedale Hall, Friday evening, Feb. 9. Ridgedale Dramatic Society presented the mirth provoking farce "Oh Susannah!"

From the drawing of the curtain to the closing at the end of the 3rd act there was not a dull moment and it is safe to say that Matsqui has not had such a good general laugh for many a day.

The cast was remarkably well balanced and it is almost impossible to single out one player for special mention. However all agreed that the mirth was largely due to the splendid acting of Mr. Claud Farr, taking the part of a rising London Doctor. Opposite him in the role of Aurora, the maid, Miss Dorothy Wray scored a distinct success.

The heavy part of the hot-tempered solicitor, Plant, was admirably portrayed by Mr. Wyvern Page, while Miss Margaret Hudson and Miss Muriel Page took in a pleasing manner the part of Plant's "Precious Jewels." Miss Ruby Cornwall as the Doctor's bride, captured the heart of the audience in a manner all her own. Mrs. Anna Gallagher scored well earned applause as the Doctor's maiden aunt, and Mr. Leavett Cornwall's impersonation of the Aunt left nothing to be desired.

Perhaps the hardest part and one of the best pieces of acting was that of Buttons, played by Miss Margaret Farr. We shall expect even greater things from Miss Farr in a larger part next time.

Miss Gladys Smith gave a good representation of Mrs. O'Hara, the landlady, and Mr. Bert Farr of the indifferent lover.

At the close of the entertainment lunch was served and dancing engaged in for a time.

The sum of $61.00 was taken at the door. The proceeds of the evening will be devoted to improvements at Ridgedale Hall.

Today is tomorrow you worried about yesterday.

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.

Will "Citizen" who claims to be an old-timer send his name in to this paper, not necessarily for publication, but as a matter of good faith. The letter contains many good ideas that will appeal to any old-timer and should be good advice to the newcomer. The letter will be published if this condition is complied with.

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Valley Directors for R. A. and I. Society

NEW WESTMINSTER, Feb. 17.—At a directors' meeting held this week the R. A. and I. Society endorsed the following list of out-of-town delegates and chairmen of revising committees as represented by H. M. Streight and his nominating committee. Dr. J. G. McKay, president, officiated the chair.

Some of the directors for the Fraser Valley are:

Agassiz—Reeve James A. H. Morrow, W. H. Hicks, H. D. Sutherland, Capt. J. J. Logan, H. Fooks, J. McRae, M. L. A.; A. McCallum.

Coquitlam—Reeve Geo. H. Proulx L. E. Marmont, R. Graham, R. Morrison, R. C. McDonald

Maple Ridge—Reeve J. A. McIvor, H. Ferguson, John Laity, C. P. Matcalfe, L. Platt (Yennadon); A. Lund, J. B. Martyn, H. S. Bivis.

Matsqui—A. McCallum, A. Cruickshanks, H. F. Page, John Aish, W. H. Fadden, J. Brydges, N. T. Hill, A. W. Haines, G. F. Pratt, J. Frith, J. A. MacGowan, E. J. Bond, A. Gledhill, A. H. Harrop.

Mission—Reeve R. E. Knight, J. A. Catherwood, M. L. A.; E. Osborne, Rev. C. McDiarmid, W. T. Abbott, C. J. Ward, J. A. Bates, R. P. King, W. J. Manson, E. Bush, J. B. Millar, Harvey Wren, Thos. Thompson.

Mt: Lehman—J. A. Morrison.

Nicomen—H. Allister Thompson, Harvey Johnston.

MT. LEHMAN

The meeting of the Mt. Lehman Potato Growers' Association held Tuesday, Feb. 13, was fairly well attended. Mr. Owen presided and introduced the speaker, Mr. Tice. Mr. Tice spoke on the need of efficiency in producing the crop and the necessity of obtaining a good market. In connection with the first point the speaker emphasized the use of the speaker emphasized the use of the best seed as the main factor in having a good potato crop. He spoke also of the common potato diseases and their prevention. In regard to markets Mr. Tice dwelt upon the benefit of co-operation and advertising. At the close the meeting cordially thanked Mr. Tice for the interesting and instructive address he had given. This association will meet in the near future to promote their organization work and transact other business.

A most enjoyable time was spent by all who attended the W. I. Valentine whist drive and dance on February 9, the Orange Hall being prettily decorated with red and white. For those who liked dancing Morgan's orchestra from Abbotsford, supplied splendid music, and Mr. S. Harvey proved an efficient floor manager. In the upper hall tables were arranged for whist and were in charge of Miss Bell and Mr. Carr. First prize for ladies—a crocheted boudoir cap, given by Miss Bell—was won by Miss Tracy, Peardonville; Mr. I. McTavish repeated his last year's success by carrying off first prize—an Eversharp pencil. Consolation awards were given to Mrs. Ferguson and Master D. Atkinson. About midnight refreshments were served by the members of the Institute under the able convenorship of Mrs. L. Coghlan and Mrs. R. Owen. So enjoyable was the dance that the orchestra was prevailed upon to play an extra half hour. The committee in charge of the entertainment was Miss Forrester, convenor, Mrs. Tucker and Miss Bell. To the doorkeepers, Messrs. McDonald, Tucker and S. Nicholson—and to all who assisted the Institute extend their thanks.

At the initial meeting the committee in charge decided to hold the anniversary services of the Mt. Lehman Presbyterian church on Sunday, March 25. A congregational entertainment and social will be held the evening following.

The Y. P. S. will not hold their regular meeting on February 24, owing to the Presbyterian S. S. concert being set for Feb. 21.

The fall of sleet following the northeast gale made it very difficult for the farmers to get their milk to the B.C.E.R. station. In order for the first team to get through men had to go ahead and break the crust.

The members of the local Orange Lodge are planning to hold a dance on March 16.

The many friends of Mrs. Roy Lehman are glad to hear that she is progressing as favorably as possible after a serious operation. Mrs. Lehmn is a patient in the Vancouver General Hospital.

Mrs. Jas. Dennison, Abbotsford, is visiting her daughter, Mrs. Albert Israel.

Mr. and Mrs. D. Nicholson have returned from a visit to Mr. and Mrs. A. Nicholson of Murrayville.

COMING EVENTS

Feb. 23 and 24.—Special show at Theatre (Manslaughter).
Feb. 26.—Annual meeting of the M.-S.-A. Hospital.
Feb. 28—Ladies' Aid Pancake Social (Mrs. McMeney's home).
March 2 and 3.—Special show at Theatre (Sailor Made Man).
March 9.—Agricultural Association dance (Theatre).
March. 12—Presbyterian Church Anniversary social and lecture in Church.
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 Silent Men).

More than 1200 blind men have already been established in trades and professions through the medium of St. Dunstan's.

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Sunkist Oranges at 40c., 50c., 60c. and 70c. a dozen

Only difference is the size. They are all good and sweet and juicy.

We have Grapefruit too at, 3 for ..... **25¢**

We close every evening at 6:30 except Wednesdays and Saturdays.

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MANY ATTEND FUNERAL

HUNTINGDON, Feb. 19.—A large gathering of residents attended the funeral services of Mr. E. F. W. Lunn at the Huntingdon undertaking parlors on Saturday afternoon. The body was afterwards taken by B. C. E. Ry. to St. Nicholas for interment in the Hazlewood cemetery, the Rev. A. Harding Priest officiating. Mr. Lunn was a well known farmer in the district, coming from Hampshire some ten years ago. With an agreeable voice and genial nature he was a popular participant in local concerts and social events, and had made a wide circle of friends in the country. His death came suddenly at the beginning of the blizzard when he was stricken with double pneumonia. Mrs. Lunn and their only daughter are in the Sumas Hospital, each recovering from a serious attack of influenza, and the symypathy of their friends is both widespread and deep.

ENGLAND SNAPS UP APPLES FROM B. C.

LONDON, Feb. 19.—Particular interest was shown in the arrival at Hull of a large shipment of British Columbia apples, this being the first shipment of apples from the Pacific Coast to the port. The fruit was in first-class condition and attracted a big gathering of buyers when it was put up at auction.

Hull is rapidly establishing a first-class position in the fruit trade. It is the main distributing centre for Yorkshire and the Northern Midlands and for a re-export to the continent.

In England forty thousand acres are devoted to hops. The open air dancing craze is evidently spreading.

The great flood was supposed to have occurred about 2348 B. C.