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The Abbotsford Post

With which is incorporated "The Huntingdon Star"

Vol. XXV., No. 12. Abbotsford, B. C., Friday, January 19, 1923. $1.00 Per Annum.

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SAPIRO ADVISES FRUIT GROWERS TO RE-ORGANIZE

Big Central Selling Agency for Whole of B. C. to absorb All Existing Organizations and Create a Subsidiary Corporation Is Expert's Opinion.

Necessarily brief as it was, Aaron Sapiro's tour of the Okanagan Valley was a revelation to growers and business men alike. His addresses were admitted without cavil from any quarter to be the most convincing, lucid, thorough and eloquent exposition of co-operative marketing ever heard in B. C. His wonderful grasp of the subject, based on experience; his fearless, direct, straight from the shoulder style; his personality and his eloquence gripped record-sized gatherings at Vernon, Kelowna Summerland and Penticton; stirred them profoundly—as they had never previously been stirred by the presentation of real, honest everyday facts—and moved them to unprecedented evidences of admiration and approval.

Sapiro's Vernon Address

First I want to make one thing clear. I was asked originally to come to the Okanagan to talk with the United Growers, but I could not get here at that time. Mr. Mr. W. A. MacDonald, editor of Farm and Home, wanted to know if I could come here and spend a few days in the Valley under the auspices of that paper, and the B. C. minister of agriculture. To that request I replied "Yes, if you can furnish me ahead with the dates," and dates were tentatively arranged. When the time came and I could come for several days, Mr. MacDonald recided his paper, Farm and Home, would go in alone if necessary—and I am here wholly and solely as the guest of Farm and Home. I have, this visit has, nothing to do with any group of men in B. C. I have no strings on me in any sense, but I want at the outset to say this. I will come to the Okanagan Valley at any time when I can spare a few days at the call of any single grower, any group

(Continued on Page Three)

POPLAR COMMUNITY HALL IS OFFICIALLY OPENED

On Friday evening, January 12th, the Community Hall was officially opened by Mr. N. Hill, manager of the Royal Bank of Canada, and a few words were also spoken by Mr. F. J R. Whitchelo, president of the Abbotsford and District Board of Trade.

A grand masquerade was then commenced and continued until an early hour. A representative gathering of over one hundred people was present, who thoroughly enjoyed the evening. Music was very creditably rendered by Mr. Rucker's orchestra.

Prizes for costumes were won by the following: 1st lady's fancy, Miss Nora Hughes (A bell of the 18th century); 1st gent's fancy, Mr. Jno. Duncan, (King Charles the 1st); 1st lady's comic, Mrs. Harry Todd, (A milkmaid); 1st gent's comic, name unknown, (a tramp). The evening was a very pleasant one and the residents of Poplar look forward with expectancy to the social functions which will be held in the hall from time to time.

The annual meeting of the Abbotsford Liberal Association will be held in the Masonic Hall on Monday, January 29th at 8 p. m.

Mr. E. Munro, M. P. was the guest of Capt. Whitchelo on Saturday evening, on his return from meeting the farmers of Nicomen Island that afternoon.

G. W. V. A. WILL BUILD CLUB BUILDING SOON

The regular monthly meeting of the G. W. V. A. which had been postponed was held in the Parish Hall on Monday evening with a fair attendance.

The members of the Association are convinced of the necessity for the carrying on of the work, and have decided to purchase from the Hospital Board the lot near the Masonic Hall, and erect a G. W. V. A. headquarters there.

A strong committee was formed to devise ways and means for the carrying out of the building to completion.

Arrangements were made for two representatives from the W. A. to be on the building committee.

The W. A. of the G. W. V. A. have been and are continuing to do most valuable work and are a great asset to the association.

In aid of the building fund of the Parish Hall, a play will be given in the Alexandria Hall on Monday, February 12th. It is expected that talent from outside points will assist on the programme.

While in Abbotsford for St. Matthews Vestry meeting Archdeacon Heathcote was the guest of Rev. and Mrs. A. H. Priest.

All the members of the Board of Trade are at liberty to attend the council meetings of the Board of Trade to hear what is going on.

The Riverside-Huntingdon Road in Matsqui is undergoing repairs today (Friday).

PRESBYTERIAN CHURCH HOLDS CONGREGATIONAL MEETING

The annual congregational meeting of the Presbyterian Church was held on Monday evening with a good attendance.

After the devotional exercises were over, Rev. W. Robertson was called to the chair and presided, Mr. C. Wallace acting as secretary. Very gratifying reports of the work of the past year were given by the Session, the Managers, the Ladies Aid, Women's Missionary Society and the Sunday School.

Votes of thanks were tendered the following for their valuable assistance during the term, the Ladies' Aid, the Misses Rogers, and Mrs. W. Stewart for decorating the Church, to Mr. Steiss for lighting fires and keeping the Church comfortable, to the chairman of the evening, and all the officers of the past year, also Miss Evelyn McMenemy, who has given her services as organist free for the last year and one half, and to whom a gift of $25.00 was made as a slight acknowledgement of her helpfulness.

On account of Mr. and Mrs. C. Wallace intending to leave soon on a trip to the Old Country, and Mr. W. W. Groat expecting to be absent part of the summer, they wished to retire from the Board of Managers. Mr. Lorne Farrow and Mr. Snashall were elected to the Board in place of those retired. Other officers elected to the Board included, Mr. A. McCallum, Mrs. H. Fraser, Mrs. McMenemy, Mr. McMenemy, A. Thomson, R. Steiss and J. Hutchison.

Mr. J. A. McGowan was re-elected as auditor; Mr. A. McCallum as vice-president of the Sunday School; Mrs. H. Fraser as vice-president and Mr. W. Groat as secretary.

The meeting was a a very successful gathering at which real good fellowship prevailed. At the close refreshments were served in the Sunday School room by the ladies of the congregation.

ST. MATTHEWS CHURCH HOLDS VESTRY MEETING

The Vestry Meeting of St. Matthews Church, Abbotsford, was held on Wednesday evening in the Parish Hall, which was beautifully arranged for the occasion, The ladies had provided a sumptuous supper for the men of the parish. The table looked very pretty and the supper was very much enjoyed. The committee on whom the responsibility of the supper was laid were: Mrs. Priest, convenor, Mrs. King, Mrs. Thorne and Mrs. Thornthwaite. An orchestra composed of Mrs. Barrett, Miss West and Miss McMenemy played duing the meal, giving great pleasure to all.

At 8:30 p. m. the meeting was called to order, the Rev. A. Harding Priest presiding. Mr. N. Hill, who is invaluable to the Church, giving his services as secretary-treasurer, was secretary of the meeting. The financial report of the church was the first to be presented. Mr. Hill spoke very encouragingly of the affairs of the church, showing from the balance sheet the great progress that the church has made over former years.

Reports of the Sunday School, School, Women's Auxiliary, choir, Guild and building committee followed. Each report indicated successful progress in its own department.

Attention! All Returned Men

A meeting of all returned men of the district will be held in the Bank of Montreal Chambersr on Thursday January 25th at 8 p. m. to hear complaints with regard to Pensions, Settlement, etc., with the object of obtaining evidence to be laid before the Royal Commission which is to meet in Vancouver shortly.

This meeting will be addressed by Lieut.-Col. Coote who has the responsibility for obtaining evidence from the Fraser Valley.

It is important that YOU attend this meeting.

MAKE IT UNANIMOUS, AND WATCH ABBOTSFORD GROW

The time is past when two or three men can run any town, particularly Abobtsford. The reason is this: If Abbotsford wants to grow it must be right up-to-date in its methods of building up the town. It won't grow of itself—at least not very fast. To make Abbotsford attractive it must have good streets, good sidewalks, well lighted at night, and a few other things that go to make a town prosperous and have an appearance that someone lives here and does business here. A man is known by the company he keeps; so a town is known by the appearance of its streets and sidewalks, and particularly whether it is a dark or well lighted town after dusk.

A petition is in circulation at the present time asking the property holders to agree to taxation for street lighting purposes. The property value of the town is in the neighborhood of $200,000; it is understood that signatures have been secured representing about $155,000 of the above amount. That is enough to go ahead and have commissioners elected and install the system. All that the law requires is fifty-one per cent.

It would be much better for those who have not signed to come forward and sign and thus have a say in the appointing of commissioners. Now that it has gone so far it is time for those who are against it to drop their differences, join in and make it unanimous, thus having a say as to where the lights shall be and also as to who shall strike the assessment. That will be representative of a good citizenship.

Ladies and gentlemen make it unanimous and have a well-lighted town that you will be proud of.

ATKINSON ELECTED REEVE

A little incident with the election of the Sumas Reeve on Saturday last is worthy of note. The two contestants Messrs Cook and Atkinson are at all times the best of friends. In fact since Mr. Cook had installed his radio Mr. Atkinson has been enjoying the entertainments some evenings.

As candidates for Reeve for the Municipality they both stand on a par with the electors—each received the same number of votes on Saturday last. It was up to the returning officer who has been clerk of the municipality for the past year or more.

When he saw that it rested with him who should be reeve he was in quite a predicament. He and the two prospective reeves agreed on a plan which has it is understood proved satisfactory. The returning officer placed two pieces of paper with the names in a hat, held it high above his head, shook it several times, and reaching up took one of the names out. The piece of paper contained the name of Atkinson, and he is the reeve for 1923.

Huntingdon

Mrs. M. McGillivray who has been ill is now improving.

Mr. and Mrs. Albion Johnson have gone to Los Ageles, California, to reside.

Mr. and Mrs. C. Spring visited Vancouver at the week-end.

City Prices

Under our new arrangement we are offering you Groceries at City Prices. This is the first opportunity the people of this district have had the chance to avail themselves of these prices. These are not special prices but a sample of all our groceries:

Prices are Cash

Tomato Ketchup, Quaker 2's	19c
Campbell's Assorted Soups, 2 for	25c
Glass Washboards	95c
Empress Marmalade, 4's	76c
Malkin's Baking Powder, 12 oz.	24c
Pacific and St. Charles Milk	15c
Royal Crown Soap	25c
Crown Oatmeal Toilet Soap, 6 for	23c
Toilet Paper, a roll	4c

Bring any catalogue with you you wish. We are prepared to meet the prices and terms.

MAKE ABBOTSFORD THE BEST SHOPPING CENTRE IN THE FRASER VALLEY

We are doing our part, all it needs is your patronage.

F. J. R. Whitchelo

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ABBOTSFORD'S "STORE OF QUALITY"

THE ABBOTSFORD POST

Published Every Friday

J. A. BATES, Editor and Proprietor

FRIDAY, JANUARY 18, 1923

This week we publish the speech of Mr. Sapiro, who recently spent some time in the Okanagan talking co-operation to the growers there. We are indebted to the Vancouver Sun for the report, and it is understood that the Farm and Home played a very important part in the bringing of Mr. Sapiro to the province. The one regret is that the Fraser Valley was overlooked in the itinerary.

We believe that the growers of this district can gain very good information from the speech of Mr. Sapiro, and with this object in view it is published. It will make good reading some evening when the grower has lots of time and will be just as good a month from now as it is this week.

In reading the speech it appeared to the editor that the Fraser Valley is today very much in the same position as California was before being properly organized for shipping its products to all parts of the world. There the schools were closed because the expenses of keeping them open was more than the growers could stand; even the church bells were not ringing, also on account of expense. It may not be just as bad as that in the Fraser Valley, but it is approaching it very fast, and another year or so like the past two years may see that condition prevailing. It would be an awful calamity, especially when the small fruit of the Fraser Valley is of such an excellent quality. There is no reason why the fruit grower, farmer and egg man should not get value for their products than the Californian. Our product is just as good. When it comes to organizing there is no reason why he can organize better than we can. Surely we have as much initiative as he has. He told the Okanagan people that they did not require any further services, than what he was telling them. It is understood that the growers there are already busy organizing.

There is an old organization here called the Fraser Valley Growers that could be revived by the growers and made to serve the purposes of organization this year. There is it is understood a small amount of money on hand belonging to the growers that might come in useful. And the organization would not interfere with any other company or organization in the Valley. We believe further that the business men of this town would be only too glad to tender any service in this connection that they could give. Some are not any too busy these days, and service rendered in this way would be amply rewarded to them if co-operation and organization would bring prosperity to the community. Our schools need more prosperity too. Who will be the first to start the ball rolling?

IF EVERYBODY DID IT?

(From the Vernon News)

If everybody in the city of Vernon, and the district adjacent thereto would as a body decide to buy everything they required to eat, drink, and wear at the place where it could be bought the "cheapest" no matter where that might be, what would happen?

Is it not true that no matter what might be taken into consideration, no matter what article might be selected, it can be bought cheaper at some other place in Canada?

If, therefore, all the people should se fit to avail themselves of this possibility, what would be the effect?

First of all, with little or no business to be done, the merchants would have to cease business, thus throwing out of employment several hundred employees. These business men and their employees and families would be obliged to leave town, as their occupation would be gone.

With practically no citizens left, who would keep up and maintain the schools, churches, hospitals, and the many public and semi-public institutions?

Where would the producers have their market for much of the produce? Where would their entertainment centre be, and where would they go for the many things which a well-established town provides?

A well-established and prosperous town is the greatest asset of any community, and its business men should be supported to the fullest extent by the residents of such district. As has been said so many times, very little can actually be saved, while money so spent, when sent to distant cities, is gone for good and merely serves to enrich such distant cities at the expense of the smaller communities, whereas if the same amount had been spent locally, it would have created an air of prosperity and optimism, which is badly needed at present time. Every dollar spent with business men in the Okanagan helps to create a hopeful and happy feeling of the excellence of the Okanagan as the best spot in British Columbia, whereas the drain created by the money sent to distant points is felt, directly and indirectly, by every resident in the district whether in business or not.

Buy in your home town. Keep your money in the valley. Be jealous of the progress of this grand district, and make it a garden-spot in Canada. Loyalty and co-operation will do this. Let's try it.

FRASER VALLEY ELECTS NEW COUNCILS

The municipal elections on Saturday resulted in the following being chosen for the various offices:

Langley

Reeve—D. W. Poppy, 623; Linton Harris, 444.

Council—Ward one, Councillor, P. H. Mulford (accl.). Ward two Councillor Wm. Lawrence, (accl.) Ward three, J. J. McLellan, 76; R. M. Taylor, 58; Ward four, J. R. Brydon, 208; E. F. Morrissey, 40 Ward five, H. G. Salby-Hele (accl.). Ward six, G. W. Urquhart, 87; S. N Rae, 48.

School Trustees—Dr. A. McBurney, 655; P. Y. Porter, 594; Geo. Larmon, 426.

Police Commissioner—E. S. Harris (accl.).

Mission

Reeve—R. E. Knight, re-elected by acclamation.

Council—Harvey Wren, 211, Thos Thompson, 192; John E. Jackson 137, John W. Doyle, 132; R. H. Clark, 124; John B. Cade, 72. First four elected.

School Board—John E. Jackson, 229, John A. Lampard, 205, John B. Millar, 203, W. J. Clark, 195, Thos. H. Northcote, 189; J. M. Cox 114. First three elected.

Bylaw, between C. P. R. of Canda and municipality of Mission, carried, 245 for and 31 against.

Sumas

Reeve—J. L. Atkinson defeated James Cook on casting vote of municipal clerk.

Council—Ward One, James Frith defeated W. George by 5 votes; Ward Two, J. L. Starr defeated E. Austin; Ward Three, Edgar Boley (accl.). Ward Four, A. C. Lamson. (accl.).

School Board—J. W. Winson. 122; J. L. Starr, 101; W. S. Fadden, 67; (First two elected).

Matsqui

Reeve—William Merryfield, 339; Alex. McCallum, 279.

Council—Ward I. A. Gledhill, 78; A. F. Welch, 39; Ward II. Pete Keay 88; M. D. Morrison, 80; Ward III. John Mutch, 106, Jas. Higginson, 93; Ward IV. C. O'D. Bell 96; William Elliott 25.

School Board—R. Owen, A. Tracey and J. Carmichael (accl.).

Police Commisisoner — George Satchell (accl.).

Chilliwack District

Reeve—J. A. McLeod, 436; J. A. Evans, 365.

Council—J. C. Calhoun, 552; W. M. Wells, 447; J. F. McCutcheon; 446; N. Ryder, 501; I. W. Clark, 410 (elected). D. W. Johnston, 408; J. W. Thompson, 373; F. W. Bennett, 264.

School Trustees—J McConnell and Jacob Zink. (Two vacancies yet to be filled).

Police Commissioner — W. W. Wells. (accl.).

Referendum opposing Sunday Shooting was carried.

Kent (Agassiz)

Reeve—James A. H. Morrow.

Council—Ward 1. James Duncan defeated P. G. Leman; Ward II. R. G. M. Cameron defeated W. Clark; Ward III. Duncan McRae by acclamation; Ward IV. Robert Hamilton by acclamation; Ward V. John A. McRae by acclamation.

School Trustees—William Green, A. A. McDonald and George Nicholls elected; Frank Beasley and T. E. Court defeated.

Police Commissioners — A. S. Nichol and Robert Hamilton by acclamation.

Sunday Shooting vote—Yeas, 77; Noes, 93.

Railway News

Guelph. — Realizing that some effort should be made to preserve the old C. P. R. station building, the first house built in Guelph, which is located on a piece of ground at the foot of Woolwich Street, and which is fast going to ruin, the civic improvement committee of Guelph decided to make a move towards having improvements carried out to preserve the building.

Galt.—General Manager M. W. Kirkwood of the Lake Erie & Northern and Grand River Railways has announced that early in July work would be started on the new Union Depot on Main street. The plans have been finally approved and tenders have been called for. The building, which will be of rug brick construction, one storey in height, but later it is intended to add another storey, to accommodate the general offices now located in Scott's Block.

Moose Jaw.—The roof is now on the Dominion Express Company's new building, west of the Canadian Pacific Railway Company office building, and the work is being rushed with great speed. As soon as the Express Company building is in shape to be occupied, the old building will be removed and the work of installing the new tracks will be commenced.

In front of the new depot the concrete roadway is laid in squares of ten feet. The city electricians have completed the installation of the two electric light standards at the outer edges of the sidewalks on both sides of the roadway.

Galt.—After 40 years of continuous and faithful service as an employee of the C. P. R., Alex. McKean, city ticket agent here for the past 16 years, joined the list of the superannuated and his place was taken by John Campbell, for many years a permanent resident of Galt, at one time depot and freight agent, but for the past several years travelling passenger agent.

Mr. McKean commenced his railroad career in the freight audit department at Winnipeg, was agent at High Bluff, Manitoba, for a couple of years and for 17 years successfully conducted a mercantile business in Mount Forest, handling railway, steamship, telegraph and express services. It was from Mount Forest that he came to Galt in 1906.

Vancouver. — Vancouver's first transcontinental railway train entered the city thirty-five years ago, when prophecies were made which have now reached full realization. In the address of welcome to Henry Abbott, who was then superintendent of the Pacific Division of the C. P. R., Mayor M. A. Maclean drew a word-picture of Vancouver in the future which is now a fact.

Vancouver's first train was drawn by an old wood-burning type engine and included a baggage, colonist sleeper and pullman and drawing-room cars of the latest type at that date. The engine was draped in evergreens and bore placards bearing inscriptions "From Ocean to Ocean" and many mottoes declaring the achievements of the men who undertook the construction of the C. P. R.

P. Barnhardt was conductor and P. Righter, engineer.

The celebration of the arrival of the train was carried on far into the night, the city band serenading officials of the C. P. R. and a torchlight procession being staged through the city.

Woodstock, Ontario.—In the death of Charles Garden, C.E., which occurred at the residence of Col. F. H. J. Dibblee recently, there passed away the last male member in his generation, of a family associated with the history and progress of Woodstock for well-nigh, if not quite, a century. Mr. Garden was connected with the building of the C. P. R. through the Rockies. He was one of the advance guard of the exploration party. The route of this party was via the N. P. R. to Bismark, Dakota, up the Missouri to Benton and thence by trek to Calgary and up the Bow. Only one party came over the Rockies' summit. Mr. Garden was transit man and the party consisted of fifteen men. They came through the Vermillion, south of Kickinghorse and made their way to what is now called "Golden." They built "The Cache" which has ever since remained, with, of course, extensive restorations and is now known as Moodie's House.

In 1884-5, Mr. Garden worked on C. P. R. construction near Lake Superior on White River, Peninsula Harbor, and it was at this time that the first through C. P. R. train went to Vancouver. He was later engaged on construction on the Deloraine branch to the Coal Mines for the C. P. R. He had charge of location and construction on Souris Branch and was for some years in office work in Winnipeg. In 1897 he was on the location of the Crow's Nest branch, locating the loop and tunnel at Michael Creek.

THE NEXT ISSUE

of the

Greater Vancouver and Lower Mainland

TELEPHONE DIRECTORY

Closes on January 31st, 1923.

If you are contemplating taking new service, or making any changes in or addition to your present service, you should send notification, in writing, not later than the above date, in order that you may take advantage of the new directory listings.

The Telephone directory offers an attractive and effective medium for advertising purposes. Advertisers should bear the above date in mind so that insertion may be sure in the Directory.

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Mt. Lehman Locals

Mrs. Jas. McLean, Kamloops, has been spending some weeks with her parents, Mr. and Mrs. Nicholson, and with her sister, Mrs. F. Baldwin, New Westminster.

Among those who will speak at the "open forum" held by the Mt. Lehman Literary and Debating Society on Wednesday, Jan. 10, will be Mrs. O. Fearn, Mr. R. Owen, Mr. Scanlon and Mr. Farber.

Miss Myrtle Bates spent a few days with friends in New Westminster recently.

Miss Agnes Macphail, Dennison, was the guest of her sister, Mrs. W. Harrower, Murrayville, for a few days.

The W. I. directors met at Mrs. Gamsby's and made all plans for the annual meting which comes on Tuesday, Jan. 9.

The board of managers of the Presbyterian church are arranging to hold a "Scots' night" about January 26.

Miss Bell was a recent visitor to Vancouver, where she was the guest of friends for a few days.

At the annual meeting of the Mt. Lehman L.O.L. No. 1868, held in Saturday, Dec. 30, the following officers were installed by Past Grand Master Hipmell: W. M., Mr. J. E. Israel; D. M., Mr. H. Nicholson; recording secretary, Mr. J. F. McTavish; financial secretary, Mr. William Merryfield; treasurer, Mr. A. McLean; director of ceremonies, Mr. H. N. Gillis, and lecturer, Mr. A. L. Bates. The committee is composed of Messrs. James Allen, James Thornbury, R. Marsh, H. Fowles and A. McLean.

This lodge, which is one of the oldest in the Fraser Valley, had had a very successful year. It was reported at the meeting that the lodge was out of debt.

New Year guests in the home of Mr. and Mrs. Gamsby were Mr. and Mrs. Dickout of Gifford, B. C.

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SAPIRO ADVISES GROWERS

Continued from Page One)

of growers or any growers' organization of B. C.—or anyone else. Anything I would say under any circumstances would be exactly the same no matter under whose arrangement I might talk. I would not say one word different if talking with the United Growers than I shall say here today; I would not say one word different if talking for the minister of agriculture, or in fact if talking for any human being under the sun, because I know the great curse of the farmers of the United States and of California in particular is that they have had tactful leaders, instead of good straight from the shoulder talking leaders. Men have gone to them year after year who have said to the farmers the things the farmers wanted to hear instead of giving the growers real information and the real kind of action.

I am not putting myself on a pedestal, nor am I here to advise you as to your own business; I am not taking that view or attitude at all and never will; but what I am going to do is to bring you a little bit of the experience of the United States in the region of co-operative marketing; to tell you how they have tried, the farmers there, to work out some real method for marketing their produce properly, so that perhaps you can take their experience and apply it to your needs. From their failures you can see what you have to avoid; you may gain from their successes, and se just the line along which to work to make the Okanagan valley as famous and prosperous as the vallies of California. I shall welcome questions, welcome interruptions any time; you can challenge anything I say; make me prove it if you do not think it is true, and ask me any questions if you do not think anything I say is clear. I promise you I shall not get ruffled at any interruptions—you are welcome to make them at any time. That is all by way of introduction.

Now as to what I really came here to say. I think the people in this Okanagan valley have just begun to scratch the surface; with the institution and understanding of co-operative marketing it cannot but prosper. Co-operative marketing we in the United States believe, is the only, the sole hope of the man who tills the soil or watches the orchard; we have faith in nothing else except co-operative marketing. We have tried everything else, and found failure in everything else.

Co-operative marketing is older than any man in this room; in fact it has existed for more than two hundred years in Switzerland and for nearly sixty years in Denmark. As to what it did for Denmark, that country is, and has been for thirty years, the most prosperous agricultural country on the face of the earth. Co-operative marketing is nothing new at all; just a thing you and I had forgotten to study, and forgotten how to apply to our needs.

Farmers Were "Flat Broke."

In the United States we have had more than thirty years of the wrong kind of co-operative marketing; it took many years to show the true kind of marketing which would really bring prosperity to farmers if the farmers only tried to do their best. Let me tell you of some features of the movement in the U. S.; it will sound familiar to you. The real co-operative movement in the U. S. now going ahead—it has swept like fire over the entire country—originated in California about 1892. It originated because the farmers were flat broke. They had nothing in sight and did not know what to do. Those growers, those farmers, toiled day and night and yet at the end of the year would have more red ink entries than you and I have ever seen in an ink store. They had less and less each year in spite of their toil, and they sat down and considered how many more years they would be able to go on like that, how long would it be before the mortgage could not be met—and they got into despair.

In Southern California it was really tragic. Many of those men had been in business in the towns, and had retired from business and moved to Southern California because they like the climate there, and because they liked the look of an orchard. They built nice houses and invested $60,000 or $70,000—and they just were gradually seeing the whole thing go completely down and out. They had no prospect save poverty ahead of them. They began to study their situation. Of one thing they were sure—that they produced good things; everyone liked their oranges, their raisins, their beans, their almonds. They knew that eastern consumers paid good money for the products they raised—for they had taken pains to find out what eastern consumers paid for those products. And they found that the man who raised the things was getting eight cents out of the consumers dollar. They knew the products were all right, and that transportation was all right. They said somewhere there is something wrong—let's find out just what it is.

They had just the same situation you have here. They went to the speculative buyers and jobbers and the men who ship on consignment and said, "You are the real businessmen, tell us what is wrong? Everybody who handles our products makes money out of it, the consumers pay fair prices, real money for what we produce, but the man who produces it has nothing to show but red ink debit entries." The shippers replied, "We don't fix the prices—supply and demand fix these things, we cannot help it." And the poor farmer scratched his head again, and wondered why supply and demand should always take his produce and leave him poor, while everyone else who touched it, including the shippers, got rich. (Laughter and applause.) And those farmers began to think there must be something in this mysterious "supply and demand," which the shippers and speculative consigners knew but were not exactly explaining to them, the growers.

Began Investigation

They began to find out. There were farmers who really knew something — (Applause) — some of them had been in Denmark and other sections of Europe and had also watched the Irish system of co-operation. And those farmers were right; they were ready to do things for themselves instead of allowing shippers and speculative buyers to handle their business. They began to say, "What about Denmark? Denmark has prosperity in a once prostrate country." Denmark was hardly treated by the Prussians in the middle of the last century; was left prostrate after a devasting war, absolutely prostrate. And a few of the farmer leaders began to wonder how Denmark had become not only a country of land owners but had attained the highest rural civilization in Europe. They began to wonder how Denmark had worked it out. The California farmers said "We don't understand all about it, but if the Danes can do it California can do it, and California will do it."

Years of Mistakes

Then started years of mistakes. You are coming to see that the California farmers were in a situation just like yours here. They tried to set up the Danish system in California; but they should have known that Danish laws were different to those of California; that Danish methods of financing were different; that the systems of land ownership and tenantry were different; that the physchology was different. They tried to apply the Danish system in California, and it failed. Then they began to study Danish principles They started experimenting with the principles experimenting with the principles and applying them in California to get results like thise in Denmark. Year after year they worked again, and failed almost completely. What did they do? They did not say, "We will throw up the sponge," but they called in businessmen, bankers and merchants and asked them what was wrong. They said to those businessmen, "This is the contract we used; these are the expenses we have had; here is what we paid for advice; this is our overhead. We have not got real results. You are businessmen and bankers: tell us what is wrong with it?" They said "We tried to do right, we hoped to get right. What is wrong with what we have done?"

Big Business Helped

The businessmen and merchants in 1892 said to the growers, "You can count on us in this thing to the end. We must go all the way with you; our future is bound up with yours; we cannot make any money in these towns out of ten shippers who are making profits; but if thousands of families are making money, if the growers are making money, then the spending power of these thousands, from the things they buy to eat, to wear and for their homes, the stores can make money, and the bankers can make money, and everybody can prosper together. We are with the farmers, the producers, and we will stay with them to the end."

Contracts and Shippers

The bankers and merchants studied the contracts and helped the farmers out of their difficulties—some of them did anyway. You cannot always recognize your friends when you see them; nor our enemies. Every shipper is bound to be opposed to co-operative marketing absolutely, because the two systems cannot possibly work together. Every man who has an ounce of speculation in him is bound to be opposed to co-operative marketing; you might as well get that now and forever—the two systems simply will not live together.

Some shippers in California said, "We believe in co-operative marketing, we will show you farmers how to do it." Those shippers went to one district, say Riverside, and said to growers there, "You organize a cooperative system to handle oranges. Organize locally and sell locally; but don't have anything to do with growers at Pomona because they will try to get in on the benefits of the good markets your specially fine oranges will create." Then those shippers went to the growers of Pomona with the same song and dance; went everywhere else—with the same song and dance.

"We want to help you to sell your oranges, organize locally—but have nothing to do with those other fellows, who only want to get in on your fine market created by your better graded fruit."

Up and down the country they went like that. And would you believe it? They had more than forty local organizations in California, all selling oranges against each other. Then the shippers stood aside and watched them break; the growers thought they had co-operation, but it didn't work; it wasn't the real thing.

There were almost twelve years of such mistakes in California, and it was a banker who first pointed out the remedy. They were told to organize locally for receiving, packing and grading, but to organize on a COMMODITY basis for marketing purposes.

The Shippers' Game

And then the shipper said, "Try it for a year and if it does not work drop it—but sound that method for one year anyway." Shippers are smart in California—(laughter and applause)—and a shipper would go to one big grower and say ,"Don't join the co-operative orgranization; I have a particular market for your fruit, whatever that return may be." Perhaps that shipper would return to that one outside grower about $3 for oranges when the co-operative was only returning about $5.50 to its members—even if the shipper had—and often he had—to pay the difference out of his own pocket. Then the one grower who got $3 would throw out his chest and say, "You stayed in the co-operative, I did not; look what I got for my oranges."

Other growers would think that perhaps after all co-operation did not pay as well as shipping independently. Then they would drop out—and bang went co-operative marketing in that district. The shippers then had co-operative marketing on ice ready for burial—and they buried it. (Applause and laughter.)

Bankers' Advice

The banker of Fresno then said "Sign long term contracts and stick to them; you might as well not sign a contract at all as sign one for a year—you must have long term contracts. Have your own marketing organization, with no shipper or speculator."

It is always the shipper, always the speculator who tries to make the farmer dissatisfied, who says, "You will get more by keeping out of co-operation;" who puts Bill Jones against his fellow grower; who persuades one grower to assist him to break his neighboring grower—and then the shipper breaks you both. (Applause.)

Growers Persevered

That experience we had in California repeatedly—and then we set to work to devise the right kind of contracts. We had many such experiences in California in our attemps to work out the right type of contracts. It took twelve years of failure to learn something about co-operative marketing. And we have to hand the laurels to the California producers for never quitting. They did not go into co-operaton with their fingers crossed—they said, "Either co-operation is to be made to serve us or we are going out of the producing business altogether." (Applause.) Those men stuck—they went through hardships such as you growers in B. C. never even dreamed of; but they stuck together and persevered; and those California farmers, plus the guidance and wisdom of bankers and merchants outside, devised a plan which was the salvation of California. They made land selling in 1893 for $100 or $150 per acre, sell today for $2800 up to $3000 per acre, and pay good dividends on that value—and they are adding to their success. They have learned how to co-operate, how to build up one organization for perishable products and another for non-perishables; how to differentiate between different kinds of problems. They learned that with fresh soft fruits the problem is routing, they learned how to merchandise, how to store. In 1904 they had organized 22 different commodities in California, and those co-operative groups now handle on a purely co-operative basis, by farmers, between 260 millions and 300 millions worth of products each year—on a purely co-operative basis, mind you. (Applause.) Since 1910 they have handled more than two billion dollars' worth of products, oranges lemons, grape-fruit, strawberries, eggs, apples, pears, prunes, raisins, walnuts, almonds, lima beans, small beans, alfalfa and so on. Almost 300 millions worth of farm products each year are handled solely and wholly by growers and are controlled and marketed by farmers and men hired by farmers. That is the reason why for 16 years out of 17 those Californian farmers have made net profits from their crops, and when I say net profits I do not mean reckoning anyone's labor at zero. I mean net profit after allowing a fair price for labor of everyone on the farm—and they still made real money profits.

Must Depend Upon Selves

There is no one on earth who can help the farmer except the farmer and when the farmer is taught to help himself no one in the world can hold him back. (Applause) They have demonstrated that time after time in every commodity in California. I will briefly indicate and summarize some of that real prosperity later, but I will first tell you what they tried to do and after what struggles they achieved it.

The first thing you want to see in co-operative marketing is a distinct idea of what you are trying to do when you go into co-operative marketing. That is really awfully simple. If you ask a Californian farmer what co-operative marketing means he will say, "It means to stop dumping, stop the dumping of crops and substitute for dumping, Merchandizing.

What Is Dumping

What is dumping? You ought to know well enough here in the Okanagan valley. In 1922 prices were pretty low in the Okanagan valley. The prices did not look like taking your apples readily, export estimates were pretty low everybody scared to death and dumped apples all over; sent them to shippers on consignment. One shipper sent out perhaps fifty wires offering jobbers ten cars of Okanagan apples, other jobbers and other shipper offered the same jobber apples and you had apples competing against apples for buyers instead of buyers competing against buyers for apples. (Applause). What was the result Apples dumped against apples dumped—your dumpers broke your own apple market. That is dumping. (Applause.) Why, jobbers at Calgary, Edmonton and Winnipeg must have said, "These Okanagan growers have a valley full of apples; they must be crazy: I'll hang off awhile and buy all I can cheap." The shippers did not worry very much, they have no risk with your apples; they always get theirs whether you get anything or not. (Applause.)

We had the same experience in California before co-operation, year after year. Whenever farmers sell individually or through individual shippers—and particularly when farmers sell on blind consignment through shippers—they dump and they break their own markets. The aim of co-operative marketing is to stop dumping and instead of dumping substitute the merchandising of crops.

Merchandising

That may sound vague, I will tell you more definitely what I mean by merchandising. There are six distinct steps in merchandising, not one of which can be successfully done by any one grower, or any shipper but all of which can be done, and are done, under co-operative marketing.

The first big step in merchandising is grading—improving the quality of the product, standardizing and branding. Suppose you went into a store and bought soda biscuits went outside and started to eat one and found it was soggy. You would say, "I'll never go into that store again for soda biscuits anyway. Make the consumer ask for our goods that storeman does not sell good quality soda biscuits." We in California have learned always to keep our eye on the consumer. We don't worry about the trade, but we do keep our ee on the consumer. raise their quality so high that the consumer will ask for your product every time and all the time: so that when the consumer wants a thing he will ask for your product, your brand. Whenever you see oranges for instance, don't you think of Sunkist oranges? Sunkist oranges are the product of the Californian orange co-operative, and they are known to the people of the world. When we get our good product we don't talk about it among ourselves—we tell the whole world (Applause). When you want raisins don't you think of Sunmaid raisins? I'll wager you do, even here—because they are quality raisins, standardized and branded by the California Co-operative organization handling raisins. The same with prunes, dried Sunsweet prunes, Those brands of products are advertised all over. We take these fruits, grade high, watch the quality, put a brand name on them, advertise them in everything and sell them all over the world.

The Egg Co-operative

Take eggs, perhaps the most difficult of products to organize. One organization of the Californian co-operative agencies handles 22,000,000 dozen eggs annually under co-operative marketing. We standardize our eggs. We do more than that, we standardize the hens that lay the eggs. We got all the poultry farmers throughout one section of California to get rid of all hens except White Leghorns—one farm alone has 33,000 White Leghorn hens Then we taught our people not to do their own hatching but to buy day old chicks, or week old chicks, and leave the hatching to profesional hatcheries. That means the eggs are infertile, and the best eggs for storing. Every egg is candled; they are graded first "clean" and "dirty". If a man sends in dirty eggs we penalize him; if he is a would-be smart man who washes his eggs to make them clean we penalize him still more, for a washed egg will not keop, and one washed egg in a case of eggs prevents it from being graded 'storage pack' and is dangerous in a shipment. There is no excuse for dirty eggs anyhow. Then the eggs are graded for size, extra specials, specials and so on down to what we call peewees little bits bits of eggs. If a man sends in many peewee eggs we send a field investigator to his farm, because either that man is feeding his hens wrongly, or else he has hens which the law of nature intended should be used as broilers and not as layers. (Laughter and Applause). We show them the right kind of hens to keep, the right way to keep them We standardize the hens and we standardize the eggs. We call our eggs "Nulaid" eggs and have that name registered in our trade mark. We sell them all over California, and elsewhere, we send about 600 carloads of our eggs to New York each year. There are 600 cases of eggs to each car load, and thirty dozen eggs to each case. And we get a premium of from 2c to 4c per dozen for our eggs on the New York market over the price the New York consumers pay for eggs laid on Long Island, right at the door of New York and our eggs are eighteen days old when they arrive in New York. The explanation is that the buyer of our eggs knows he is getting a large white, clean infertile standard egg and that our guarantee stands behind every egg for quality and keeping. That alone has put a new face in the entire poultry industry of California.

Take apples. You all know what it means to pack apples, to pack them properly and keep the quality up, not putting your thumb over a worm hole and packing that apple, but keeping the quality right. And brand them. Get a reputation for the brand you send out. Advertise your brand, don't advertise geography—it dosn't pay to advertise geography. Advertising a good brand of apples does pay, will pay you. You may as well learn that, and learn it first. Don't advertise your competitors, advertise your own brand, the brand of apples you raise. Remember the one person to watch is the consumer. Make your apples so good that the consumer who tastes one will say "This is the best apple I ever tasted; where did it come from?" Right now that man would say it came from Washington—(Laughter)—but if you go after it and get the reputation for your brand he would say, "This apple came from B. C." I leave that with you. (Applause).

Col. Dunwaters of Fintry (slightly hard of hearing): "You invited interruptions. Why do you refer to these eggs as "infernal eggs? Are they used during election times?) (Loud Laughter.)

Mr. Sapiro: I said, or I meant anyway, "infertile eggs."

The first principle of merchandising is to grade, raise the quality; standardize and brand your product. We do it even with things like walnuts. Perhaps you would have thought walnuts could never be graded right. We had a big difficulty with half developed or rather half rotten walnuts We float the walnuts in water now; those that sink are good quality, full-kerneled walnuts; those that float are not full walnuts the kernels are faulty. The full walnuts are sold as such; the others are broken open and half the kernel maybe used and sold as cracked and shelled walnuts, disposed of to confectioners, etc. Only those walnuts are sold as walnuts which are good quality, full kerneled walnuts, standardized—the Diamond brand walnuts of California. This is just to illustrate what we do in grading everything we send out which we handle on a co-operative marketing basis. (Applause.)

The first step in merchandizing is grading, standardizing and branding. The second step is packing, and finding the right package for the product. You have got to carry a commodity in the form in which the housewife likes to buy it, which is convenient for her. Learn not to keep your mind on the shipper, but on the housewife, the consumer whom you want to keep constantly buying your product. Take prunes, a homely product to talk about. We used to pack prunes in 25 lb. boxes. The boxes stood in the grocery stores; everybody went in and kicked dirt on them, handled them. The consumer went into the store and saw the prunes, didn't like the way they looked at all. She didn't buy many prunes. But prunes are good food. We wanted to sell prunes and the prune growers knew they would lose money unless they did sell prunes. So we set about making people buy prunes. We worked on the package, and the result is the old 25 lb. box of prunes is going. We packed prunes in 5 lb. cartons, but even 5 lb. cartons were too large for many housewives. We tried 1 lb. packages, and then we instituted 2-lb packages. The 2-lb. pacakage seems to work infinitely better than the old 25 lb. box. One fault of the old packages was that the prunes sugared, and that gave them an appearance like mould, which was bad. The sale of our prunes has increased until we are turning out now 200,000,000 lbs. of prunes in 2 lb. packages, and about 10,000,000 lbs. in special packages for boarding house keepers. We are now co-operatively selling all our crop of prunes and receive very much better prices for the growers without increasing the cost to the con-

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SAPIRO ADVISES GROWERS

(Continued from Page Three)

sumer. We have eliminated the shippers who formerly got the profit. (Applause). Always consider the view point of the consumer and make your product handy and convenient for the housewife.

Importance of Package

Take apples as an illustration Why do the Pacific Coast apple growers get ahead of the New York state apple grower in the New York market? Remember too that over a term of years New York state was the largest apple producing state in the union. But the New York people still pack apples in barrels. Barrelled apples bruise and rot ,and barrels give opportunity for putting a lot of inferior apples out of sight and covered by better apples. The result is our box-packed graded apples wrapped and standardized, uniform good quality fruit, are shot right into New York and sold there at very good prices, from Oregon, Washington and California, whereas one-third of the apples grown in New York state either rot on the trees there each year, or are fed to the hogs. Why the package is almost as important as the grading. That is the second point in merchandizing. (Applause.)

I should say in justice to New York state apple growers that they are waking up to the importance of the package for apples. The Rochester growers have gone one better than we have—they have introduced a paper carton to hold one dozen apples, and are putting apples on the market in dozens—the first people to do it that I know of. Find out the desirable size of container from the buyers' point of view, the consumers' point of view, and put out your product in that way. Remember the housewife in New York or other cities generally does not want to buy large quantities of food stuffs at once, has no convenience for handling or keeping them in large quantities; your prairie apple cosumers take apples in boxes but apartment house residents in cities don't want even one box at a time—study the housewife who buys your product.

Why, take raisins again. You know the Sunmaid raisins, those little packets of raisins we nibble at all the time. Everybody knows them They are put out by a California Co-operative organization which handles now 92 per cent. of the entire raisin crop of California under one association. We first put up those five cent packets of Sunmaid raisins a little over a year ago. In the first year they sold 400,000,000 of those packets. Advertising did it. And this year we shall sell more than that They are sold practically all over the United States and in every village in Canada, and elsewhere. The package is almost as important as grading and branding.

Extension of Mrkets

The third point, the third step, in merchandizing, is to extend your markets. You can extend markets in three ways, by time, by place and by intensifying use. And you never take the shippers' word for any of these things. (Applause.) Why, the shippers told us the markets could not be extended: "We can't extend markets any more, the world is saturated," they said. In every single instance that was the time we had to form co-operative marketing organizations, when the shippers were telling us there was overproduction, there were no more markets and that was the cause of low prices: Said the shippers. "No one can do anything."

But the growers of California by co-operative marketing have extended markets, in some cases have extended markets as much as 600 per cent. You folks are wedded to the thought that your market is only the prairies, and perhaps a little to New York and London. Maybe so and maybe not so—I would not take the shippers' word for it anyhow. The shippers' view point is not the same as the growers', because the shipper only has to sell what he takes on consignment, what your growers generously hand over to him—and he does not have to take much. He does not have to buy at all unless he pleases. His view point is the extent of his convenience on, the one hand, and the extent of his jobbing connection on the other hand. When he has gone the round of his jobbing connections he tells you there is no more market. He takes no hazard; he makes his commission anyway; but the grower has another view point—he has to sell his crop. Your trees keep on producing whether you like it or not. Only growers have that view point for the extension of markets. The shippers of California told us we could not extend the market in oranges. At that time California oranges were being sent to 14 cities in the U. S. Now we sell oranges in every city in Canada and in every state of the union except Florida. The Florida people keep our oranges out of that state because they say we have some disease—and we keep Florida oranges out because we know they have citrus canker. (Loud laughter.) We compete with Spanish oranges Italian oranges and oranges from Australia from South Africa; we compete in the world and make money; we do not sit down and take what business those places send for; we go after it. We do not take the shippers' word for it either. We go after our markets, and we get them. (Applause.)

Why, we even sell California eggs in London—and the smartest commission men in the whole world are in London—against Danish, Irish and English eggs. Why should American apples be sold in Canada, in Australia and in Great Britain—markets that are absolutely yours by every manner of right? Don't take the word of shippers who tell you the British market is saturated. You will have to depend on yourselves and your own agents instead of consigning or commission to shippers The shipper gets his commission anyway, whether you get anything or not, but the produce is yours; you toil to produce it. (Applause.) Your market is the whole world. You can extend markets by place.

Extension of Markets by Time

Then you can extend markets by time. With apples you can store them at points from which they can easily be distributed to the consumers when the market prices are right Don't store your apples here; store them where they are readily available for distribution to the consumer. That's what the dealers do—learn that trick from them. The dealer stores apples at some central place near the consuming point. When the price is right he shoots apples to the consumers. You hear of it and you dig out your apples here in the Okanagan and send them to the same points. By the time your apples get there the dealer has taken the market, prices are down again; your apples arrive just in time to get the polite collapse ,and probably the dealer buys them, stores them and makes money on them when the prices move again. You can extend markets by time and by storage intelligently directed.

The third way to extend markets is by intensifying use. People in Canada used to eat more apples formerly than they do today. That's bad—you believe you have the best apples but your own people stop eating apples. I can give you an illustration of that. I was recently in Toronto with the minister of agriculture for Ontario. We went out to test the apple problem. In seven out of ten stores in Toronto we could get apples from Oregon and Washington but no apples from Ontario; in three stores out of ten we could get Ontario apples, and in one of those three stores we could get British Columbia apples. Seven of those ten stores were selling Oregon and Washington apples at prices which gave our growers a good return, a distinctly good return, and were not selling Ontario apples; only one store out of the ten were selling British Columbia apples. We both grinned.

Get the ear of the Canadian consumer anyway. If the U. S. growers of apples yell loudly you yell louder—as a matter of fact you don't have to yell so loudly because your market is right at hand, and you are talking to your own people. There is not a single reason under the sun why American apples should be sold in Canada—you can produce apples as good as we do; you say so anyway, (laughter), and you can; we cannot touch your Reds. And the growers of the United States do not want their prosperity to be at the expense of the growers in Canada—we want prosperity there and we want you to prosper here—we want both groups going along in prosperity, the growers themselves instead of the shipper. (Loud applause.) The shipper is the natural enemy of all growers everywhere no matter which side of the line you find him on.

Markets Can Easily Be Extended

You have a real market at home if you get the Canadian people to eat more apples; get them to eat more and use more. Develop your apples, advertise your brands and tell them proper ways to make more use of apples. You know the old adage—"an apple a day?" Well, make them eat an apple a day at least, and keep the doctor away from you both. Why, every Canadian should eat an apple as soon as he gets up out of bed; he should eat at least one at lunch, another at dinner, and after prayer at night he should eat another. You know—

Day by day and in every way I'm eating more and more apples. (Loud applause.)

The fourth step in merchandizing is to convert your product from a luxury to a staple; get your produce used all the time instead of occasionally. Why, people used only to eat raisins at Xmas, Thanksgiving and New ear—perhaps occasionally at birthdays, etc. You laugh but we proved it. We sent men out to retail grocers and asked the grocers how many raisins per year they sold, and when they sold them. More than 90 per cent. of the raisins sold then, in 1912, were sold in November and December of each year. Then we started a terrific advertising campaign to teach people that raisins were just as good in June as in December, just as good any time as at Christmas. We plastered boardings with advertising, advertised in newspapers, farm papers and magazines. The shippers told us we could not sell raisins. A 60,000,000 pound crop of raisins used to be regarded almost as a calamity, as overproduction. That was in 1912. But in 1918—and that was before the Volstead Act—(Loud Laughter)—we sold more than 240,000,000 pounds of raisins, and this year we are using a 430,000,000 pound crop of raisins and selling every pound at prices which return eight times as much to the grower than the average return from 1900 to 1912 without increasing the cost to the consumer. We got the people to eat raisins all the time instead of simply eating them occasionally. (Loud applause).

Salesmanship in Merchandising

Say, I'll tell you what they did with raisins. They picked out fifteen salesmen, young, good looking, peppy salesmen and took them to Fresno. There they engaged a baker and they taught those salesmen to bake pie, raisin pie; and bread, raisin bread; and cake, raisin cake. Then they shot out those salesmen all over the United States. They called on bakers and hotel men.

The salesmen would enter a baker's shop in some town and say, "How's businsss"

After a while he would say, "I'll show you how to make good raisin bread, quickly, properly and cheaply."

"But," says the baker, "I shall have to buy raisins to put into that bread; the raisins will cost a lot of money."

"Oh, no," says the salesman, "just half a cent for the raisins you put in one raisin bread loaf."

"Then," says theh baker, "the women won't buy that bread; it will cost them more."

"Well," says the salesman, "You can sell a loaf of raisin bread for a cent more than other bread, and the raisins only cost you half a cent a loaf."

"But," says the baker, "the women won't give a cent a loaf more for raisin bread; they'll figure they can get a loaf of bread a cent cheaper anyway."

Says the salesman, "you tell the women that when they cut that raisin loaf and the children see the raisins the children will want raisin bread, and tell the women the children won't want any butter on that bread because the children see the raisins in it." (Loud Laughter."

Well that was kind of hard on the dairymen—but it did sell the raisins. (Renewed applause.)

Last year we sold 35,000,000 lbs. of raisins to bakers and hotelmen alone for raisin bread, raisin pie and raisin cake. Make them use your product all the time Get people in Canada to eat apples as I indicated.

Col. Dunwaters: Could we get them to pray?

Mr. Sapiro. Well, I should say there is a lot of use for prayer around here. (Loud applause.)

Supplying the Market

Mr. Sapiro: The fifth step in merchandizing is to see that every market gets what it can take at a fair price; no more and no less; no glut, no famine. If any of you folk go to Los Angeles, go into the California Fruit Growers Exchange there. You will see a great big map, a huge chart covering the entire side of one wall. That chart shows every city in the U. S. and Canada, and Canada, and little pins in the chart show where every car load of oranges is moving at the moment you look at it. The chart shows not only the oranges shipped by the Excange which controls 68 per cent of the orange output, but other shipments of oranges also. Take Pittsburgh as an example, just for illustration, and say Pittsburg takes 15 cars of oranges per week in an ordinary week, not Xmas or any convention or special feature of the orange trade—which are all catered for. Take 15 cars as Pittsburgh's requirements for a week. Then we find that at the time our shipment will arrive in Pittsburgh there will be five cars of oranges already in Pittsburgh. We know if we sent 15 cars on top of the five there the market in Pittsburgh for oranges would collapse for the whole twenty cars. So we ship out ten cars for Pittsburgh. And incidentally those ten cars are opened and inspected twice on the way to Pittsburgh and any injured fruit is quickly yanked out so that it will not spoil the rest of the car. Then those wicked orange people in Florida start five cars of oranges for Pittsburgh also. Well, we divert five of our cars. We send diverting telegrams and have one car sent to each of the five other cities, Baltimore, Cincinatti, St. Louis, Birmingham and Boston, for example, leaving only five of our original ten cars for Pittsburgh. Then our five cars meet the five cars from Florida, and the ten of them meet the five cars already in Pittsburgh, and the price keeps up and everyone gets a fair return, whereas had 20 cars gone to Pittsburgh everyone would have suffered.

The routing of perishable products so that each market gets its quota is important. First you have got to lay off local consignment—train men, your men, to sell not to consign. (Applause) You have to get to each city what that city will take at a fair price, and see that you do not overload the market against yourself or any other grower. In the Los Angeles Exchange we have on record what each city will take at a fair price, and see that you do not overload the market against yourself or any other grower. In the Los Angeles Exchange we have on record what each city can absorb And right here I may say you have, I believe in this town one of the brainiest traffic men I have met in a long time. If we had such a man in California we should have him operating with maps just like that.

Routing Higly Important

You have to learn the procedure of proper routing; it is the key of the problem. Learn where to store your keeping apples in suitable centres, not here; you should get your Reds right into the New York market better than any others, but have your storage near the consuming point, or handy to distributing points, so that it becomes hungry before the price drops again. Don't ever get the idea that there are only three towns, New York, Boston and Chicago in the U. S. where people like apples. There are scores of other towns where they like apples and where they will eat B. C. apples as readily as any other apples. (Applause). Make your distribution wider and in accord wtih the absorbing power of the towns.

The sixth step in merchandising is to make the price dependent on the supply at the point of consumption instead of the supply at the point of production. That is the difference between prosperity and poverty in agriculture. The prunes on the trees in California are not what brings money to prune growers—it is the prunes which are eaten at the points of consumption, in Chicago, New York, Boston, Philadelphia, London, Liverpool, Hamburg, Paris, Antwerp, everywhere. It is the prunes at the point of consumption which bring in the dollars for the grower in California. Study consumption rather than the supply at the point of production. You men have been butchered by that. (Applause.) You send out wires offering apples; everyone sends out wires offering apples. You say, "Here in the Okanagan we have lots of apples," you wring your hands and say we must get rid of apples. Your shippers bombard Calgary, at Edmonton and at Winnipeg with telegrams offering apples. The jobbers say, "These poor saps in the Okanagan think the Okanagan Valley is full of apples, that they are chockfull of apples; we'll get their apples cheap. You look at the supply at the point of production instead of the supply at the point of consumption. (Applause). Do you see what I mean by merchandising instead of dumping? (Loud applause.) You should start co-operative marketing, in your own interests—(loud applause)—and aim at merchandising along these lines and STOP DUMPING YOUR CROPS. (Loud applause).

Building the Co-operative Organization

But that is not enough, you have to know more. You have not only to know where you are going to, but you have to know how to get there. That is the technique of co-operative marketing, and we have learned a lot about that in California. Organize by the commodity, not locally. Organize locals for receiving, grading and packing, but the commodity for marketing and advertisig. Give your central organization full power to supervise grading; otherwise you cannot maintain the brand. You must organize local associations made up of growers only. Your organization should be wholly and solely made up of growers—don't even let a lawyer in (Laughter and applause). Make it solely and wholly composed of men who have the same interest in what they are doing.

If you want to learn of the worst tragedy that ever came to the California Fruit Growers Exchange, in 1901-1903, read of what happened when they tried to make a combination with a group of shippers, when they tried to join hands with a group of shippers and form some sort of a monopoly or board of control so that they could make prices.

Monopoly a Mistake

Monopoly never makes a price. The only thing that makes prices is merchandising. When the lion and the lamb, in agriculture, lie down together, the shipper lion gobbls up the grower lamb. Every time the lion and the lamb have lain down together the lamb has finished up in the belly of the lion. (Loud laughted and prolonged applause). The shippers have no fundamental investment in orchards. The shippers have a separate interest from growers, and the shippers' interest is their pocketbook, not the interests of the growers.

Was Complete Failure

The worst tragedy we ever had in the orange growers' organization was when some wise shippers tried to combine shippers and growers into one agency. They had a purpose. It was the one greatest calamity we ever had. We have learned one principle, and only bona fide growers are in the California co-operative marketing organization now, the growers and their hired experts. I want you particularly to get that, because sometimes men are carried away with the idea of what a grand thing it would be to form a monopoly of shippers and growers and raise prices. Let the lion and the lamb get together in the League of Nations first. (Laughter).

Organize your local associations of farmers only, one man one vote. District your territory for directors, to get each district represented by their own directors and prevent an unfair grouping of directors. Then always have an executive committee, and do not have them meet once a month. No business can be run on a sort of long distance system. In that case you have to leave everything to a manager; your executive should meet once a week, twice a week if necessary, and be right on the job—alive to their and your interests and on the job. (Applause). The manager does not, should not, make a single decision of importance except by direction of your executive; they, growers themselves, make the final decision in everything. Use experts for expert work. That system works. (Applause).

The Contract Form.

You must have a written contract. We used to have co-operation dependent upon goodwill, but it didn't work. We had failure every time we tried it. We had a co-operative to which growers could ship or not. We had buildings, a manager, clerks, stenographers and errand boys—all dressed up and no place to go, when we tried that system. Since 1906 we have altered that. We now have written contracts, seven year, eight year contracts. Our raisin grower's contract is fifteen years; prunes, seven years; peaches, eight years; five years is the fashionable term. After the first five years you can have a one year contract with right of withdrawal, because by then there will be no one to withdraw to. (Laughter).

The contract must be enforceable. No real Californian would think of breaking a contract—(laughter)—but occasionally a man comes in from Nebraska or elsewhere who might (Renewed laughter). If he does, we go after him like a ton of bricks. We get not only damages for breach but injunctions to prevent him from shipping outside. In fact we have made it more unhealthy than measles to bzreak a co-operative contract in California. (Laughter and applause).

Financing a Co-operative

Then financing; money for storage and money to pay out a proportion to growers while their fruit is in storage before it is sold and the final payment made to the grower. Second, to finance new buildings or buy buildings. We embody in the contract where buildings are necessary a provision for forming a subsidiary organization to own them, but we keep our merchandising organization distinct and separate. In the subsidiary organization we provide for preferred and common stock Preferred stock may be held by anyone, common stock only by farmers, and provision is made for leaving control with the growers. We sell preferred stock to anyone with a guaranteed interest dividend, and begin at the end of the first year of operation to redeem a fixed proportion of the preferred stock annually. Sometimes we redeem one-seventh of the preferred stock each year generally one-fifth each year, recovering all the preferred stock in five years. Say we are dealing with prunes. We deduct a small amount from growers according to the quantity of prunes they have shipped in. Say we deduct from one prune grower in that way $20. We give that grower $20 of stock in common stock and with his $20 pay off $20 of preferred stock. So that in the term of years, seven or five, we redeem all the preferred stock, and have the common stock, held in the exact proportion of the individual grower's shipments to the co-operative marketing organization of prunes. That has been done in Washington and Oregon as well as California, and it is being done with wheat, cotton and tobacco.

Don't erect warehouses or plant if there is an existing plant, unless you have to. Don't make a shipper junk his investment unless you are forced to do so. Make your townspeople and business men help you If they want to make real money they will help you. Our business men stand behind co-operative marketing to the extent of buying our preferred stock. In this way you are making others help you instead of exploiting you. Never duplicate an investment unless forced to. If for instance there are buildings and investment in existence, buy it. Don't buy it at the shipper's price; make him take an arbitrators value. And when you have fixed a fair price by arbitration make him take at least three-fourths of that price for his buildings in your preferred stock. He may say he won't do that, and ask what guarantee he has. Tell him if he doesn't sell you will build your own building right along side of him. Tell him he will receive fair interest on the balance due him, and tell him that each year you will redeem one-fifth of his preferred stock so that at the end of five years he will have his money and will have drawn fair interest meantime. And as guarantee you have the consolidated value of the industry.

Why, we have just finished taking over building and plant valued at $6,500,000 from tobacco warehouse men in the tobacco states—and we did not pay down one cent to do it,

(Continued on Page Five.)

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MISSION AND ABBOTSFORD DRAW ON SATURDAY

The Mission City Football team journeyed to Abbotsford last Saturday where they played a league game which resulted in a draw, 2-2.

The game was quite evenly contested but was somewhat slowed up by reason of the ground being very slippery. There was no score in the first half but soon after the turnround. Olsen of Abbotsford kicked one over his head in a scrimmage in front of goal which our goalie was unable to reach and which just went under the bar. Immediately after the centre off, Mission forwards attacked and D. Galliford scored with a long shot into the corner. Play was resumed and again Mission attacked and Fuzino converted a beauty with his head on a pass from Beaton. From then on the play was of the end to end style until Brown of Abbotsford tied the score with a long shot and about five minutes to go. The games at Abbotsford would be much more enjoyable if some of those "25 year old" little boys would be made to leave their peashooters at home when a game is on, as the visiting goal keeper has all he can do to watch the game without picking peas out of his ear.

This coming Saturday, Abbotsford and Clayburn will battle out the semi-final of the Pakenham cup on Mission grounds. The winner will meet Missiom Football team in the final possibly the following Saturday. There is great excitement over the outcome of this cup-tie and both games should be productive of first class football. Saturday's game will start at 2:30

WILL CELEBRATE THE BURNS ANNIVERSARY

(From Fraser Valley Record)

The Scots of the town and district will celebrate the Burns anniversary in Mission City at the Mission Hotel on Thursday evening, January 25th Great preparations are being made for an excellent time and it is reported that the sale of tickets for the event has been greater than was anticipated by the committee.

A most excellent programme of speeches and music is promised in addition to one of the best suppers that mine host and hostess Mr. and Mrs. Bradwell can serve, and that is saying something.

Will you be there?

Among those registered at the Abbotsford Hotel during the past week were: D. C. McColl, D. Connell, C. Forest, C. Clemments and L. K. Hawks, 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

SAPIRO ADVISES GROWERS

(Continued from Page Four)

on this plan. It is called the Coykendall plan, and it originated with the man of that name, of the California Prune Growers' association. We have taken over millions of dollars' worth of buildings under that plan without paying one red cent down for them. It is as safe as United States bonds; and they know it. (Applause).

Business Managers

Then—who is going to run your machine? Don't employ any amateurs in co-operation. We have proved that to be bad business. We say "Here is the biggest business in California, agricultural production. Where can we get the biggest and best man to run it?" And we go to him. We get traffic men from the railways, finance men from the banks.

Why men, you have paid the salaries, profits, interest on investments in buildings and plants, bonuses, commissions, and expenses of every man in every apple packing plant in the Okanagan ever since you started. You might as well get a couple of these fellows to work for you instead of Against you. (Loud applause).

In California we get the best men and we pay them good salaries—it isn't fair to ask for a fair price for prunes and deny a fair price to brains. (Loud applause). The manager of our Prune Growers' Association gets $25,000 per year, and he is worth that and ten times more than that to the industry. He has been offered $50,000 per year, plus three per cent. on gross turnover profits for other people; he replied that he would not leave the co-operative. He said he had got more joy out of seeing happy and prosperous prune growers' families in the co-operative, being received gladly in their comfortable homes and seeing their happy and well cared for children, than all the money in the world could give him.

I don't mean you should give a man $25,000 per year, but don't say, "We will get a $3000 a year man." Look for the best man, and if a man does not produce results kick him out and get one who will. (Applause). The best man is the cheapest investment you will ever make. The manager of a cotton co-operative organization added $20 per bale to 260,000 bales of cotton the first year. And employ experts, the best you can get, always and for everything.

Co-operation Is Not a Novelty

Co-operative marketing on the California plan is sweeping the U.S. I was at a conference at Washington where there were assembled in one room 240 men representing over 890,000 growers, signed co-operators. It is sweeping the U. S. today because farmers have found it is the only thing that gives them a chance for prosperity year after year. It is one thing farmers do for themselves, and when they do it they do not need any help from anyone else; they stand on their own feet and build their own prosperity. (Applause). We have done nothing in California you cannot do in the Okanagan Valley.

I know that you have your difficulties, and it is because of them that you should get together in a real co-operative association. Personally I think you should organize a new organization. Take in the property owned by existing locals if you like. If you get a good proportion—I think you could get 90 per cent.—of growers in a new organization for a term of five years you will change the whole living outlook of this Valley. But I tell you you are at a crisis. A few more years like 1921 and 1922 and you will be scratching your heads and wondering how you can scrape up the interest on mortgages.

What It Did For California.

I can remember when California rural schools were closed because the farmers could not afford to pay the salaries of teachers and because their children were working in the fields because the farmers could not pay hired labor; when churches were closed, boarded up, because the farmers could not pay the salaries of rural ministers. I am not telling you what I read or was told—I myself have seen these things.

Since 1910 have you noticed where California ranks amongst the farming communities of the United States? California ranks first in rural schools, first in rural churches, first in rural libraries; California pays the highest wages for rural teachers, the highest salaries for rural ministers. Does that mean anything to you? (Loud applause). We do not brag about our schools in San Francisco. But I tell you the farmers of California are using the money they get under co-operative marketing to see their children get the best chance at education,—the best, most decent, living conditions that money can buy. That was the first use they made of money when they got any money. I am proud of that. (Applause).

The farmers of California carry five times as much life insurance as any other group of farmers in the United States. Not that they love their wives and children any more than do others, but the farmer of California knows that when the insurance premium comes due he will have the money to meet it. In South Carolina and New Orleans eighty per cent. of the crop raised under crop liens; less than three per cent. of the crops are under liens in California. California has the best roads in the United States, although I hesitate to mention roads here—(laughter)—but what does that mean to you? The farmers of California have taken the money which comes from co-operative marketing, from merchandising their crops, and put it into their home, into their lives.

Why Fresno used to be the most doleful city in the United States, the deadest small city in the Union. In 1912 Fresno was so flat that Californians spoke of it as the deadest town ever. You ought to see what co-operation has done for Fresno; and for that state. There is a great big rural purchasing power in California now and they spend their money in their own towns; and they build up, their merchants and bankers make money;—the money is spent in the place in which it grew. California farmers now get 48¢ out of the consumer's dollar instead of 8¢; and the effect is seen in the whole standard of living. We aimed at the pocketbook in California, and we broke right through to a sound economic foundation for agriculture and built the best agricultural civilization California has ever known. Co-operative marketing brought them together and bound them together in prosperity instead profits. There is no movement in- of letting the shippers grab the of profits. There is no movement of town against farm and farm against town, because it has built up both.

We have built up not merely money in the bank but community happiness—built and welded our communities together. This is the real heart of co-operation, and of co-operative marketing. But it needs real men of principle to do it.

No Independence to Lose

I am sick and tired of hearing men say, as some still do say, they do not want to give up the right to say what shall be done with their apples, what they shall be sold for. I am tired of men who say they do not like co-operative marketing on that ground. They never had that right anyway, (loud applause), never until co-operative marketing gave it to them. How many of you men have ever had a word to say about the price your apples were sold for. You have had no independence to give up—you only have independence to gain. (Loud applause). Co-operative marketing is the only avenue through which farmers or growers of any commodity produced, have ever been able to have a say in the price at which your product shall be sold.

If you take this to heart you are not going to rest until you have a real co-operative organization for this entire Valley, and make prosperents. Rely upon yourselves and not upon the whims and weaknesses of a little group of shippers who exploit you, grind you down and then set their heels upon your necks. You are facing right now a crisis in this Valley; if you stand together you are going to have a great co-operative organization in the Okanagan Valley instead of shippers keeping you apart.

I ask that within five years from now I may come back here, see your farms and orchards, see your achievements, and then be compelled to say, "We told you what California and other states had done, but you haved one more." (Loud applause). You cannot build real prosperity with red ink entries, and you cannot do it unless you get busy and do something for yourselves. I speak to you as the son of one borne in England, and nothing would make me more proud and pleased than to return here and find that you have done for yourselves what I have endeavored to show you others have done. (Applause). California has not done, cannot do, anything you cannot do in the Okanagan Valley in British Columbia. I leave the problem to you, confident that you are going to solve it, that you are going to bring co-operative marketing about in your province, and that you are going to rear a rural standard of living here which will be one of the greatest prides of this great continent. (Loud and prolonged applause).

Questions

The chairman of the meeting then stated that Mr. Sapiro had indicated his willingness to answer any questions his audience might wish to ask and invited anybody to make any enquiry he wished.

Questions followed.

Mr. Freeman: Would it be possible for the same co-operative association to handle apples and small fruits ,or should separate associations be formed for each variety?

Mr. Sapiro: In the abstract every association should be formed around one commodity, but you could unite any that are similiar under the same platform. We handle, for instance, oranges, lemons and grape fruit in one association. Then apples, pears, some plums, peaches and apricots fall together in another. Strawberries and other berries, for instance, should be handled absolutely in a separate organization—you have special problems of pre-cooling and so on there, and local sales. Keep products that do not follow the same channels separate. We never mix fresh and dried fruits, for example. And we do not buy anything like implements, etc. The essential is to market—keep your marketing organization separate and handle only one commodity or group of commodities which follow similiar conditions and channels.

Mr. Locke, Okanagan Centre: Suppose we make a start, what assistance could Mr. Sapiro give us in organizing.

Mr. Sapiro: You don't need any other help from me. I have told you to believe in yourselves. It is not a hard thing to do. Just stick to each other as closely as you have stuck to the shippers and you will make good. (Loud applause and applause). If you do that you do not need any sort of technical help. If you can organize right and want assistance of a technical kind in handling things I will guarantee to put you in touch with the best talent of the entire United States within forty-eight hours. (Loud applause and a voice: "That's the stuff") There are always men working up for promotion. If you organize right, on a tight basis, you have no need for a single thing, except perhaps the results of a few more experiments.

Mr. Woolaston (chairman of the growers' committee of seven). If you organize separate corporations to control the plants or packing houses and issue preferred stock would the control not be lost by the growers?

Mr. Sapiro: Glad you asked that; I should have made it clear. We do control, that is the growers do; we either take away voting power from preferred stock holders or have an agreement in the contract providing for safeguarding our control. We have two methods of keeping that control but we always do keep it.

A Questioner: Is it not a fact that some contracts are implemented in the law of the states?

Mr. Sapiro: We test our contracts carefully. We try them in the courts, and if they work put them into the statutes; they were contracts first and then adopted into the statutes later. Eighteen states have adopted a standard form of contract which was prepared in my office. We do not take any chance. We go to court if a man breaks a contract; if the court decides against the contract we amend it and try to get a contract which the courts support, and then get an act passed making the contract valid in that state.

A Questioner: Suppose a contract was broken and the court decided for the grower who broke the contract; what would you do?

Mr. Sapiro: We should appeal the decision and go to the court of last resort; if that court does not hold the contract good we change that contract form. If they close the door we just go in through the window; there is much pioneer work like that to do but we never stop short of success.

A Questioner: Do you sell to retailers?

Mr. Sapiro: We never sell to retailers direct; we try not to interfere with normal channels of legitimate trade. The distributive middleman has a right to function; the speculative middleman has not—we "get" that bird.

Mr. Barratt, Kelowna: You favor one man, one vote?

Mr. Sapiro: Yes. They used to vote according to holdings at one time. In Denmark a man who had 100 cows had 100 votes on the co-operative; the man with three cows had three votes, and so on. Finally one small farmer there asked if the cows or the men voted; after that they abandoned that system of voting, the tonnage vote. One man one vote. Remember the little man's all is of just as much importance to him as the big man's all is to him (Applause).

POPLAR LOCALS

A whist drive will be held in the Community Hall on the evening of Friday, January 26th, commencing at 8 p. m.

Arrangements are being made for the holding of a "Hard Time" dance in the Community Hall in the near future.

On Saturday last Mrs. Hughes was hostess to the children of the neighborhood, when a merry community party was held and a most enjoyable time spent. Mrs. Hughes is an enthusiastic worker for the welfare of the community and deserves great credit for her timely help and suggestions.

A series of lectures are being arranged for to be carried on during the balance of the winter.

In connection with the orgranizing of the Community Association a membership drive is at present being carried on and is meeting with very promising results. The fee is fifty cents a year, and all are eligible for membership who live within a four mile radius of Abbotsford.

Poplar citizens extend their hearty congratulations to the new reeve, Mr. W. Merryfield, and also the Councilmen, Mr. Mutch and Mr. Gledhill upon their successful election at the poles last Saturday. Their supporters depend upon them to carry out their duty and see that the district has the roads put in good condition.

PREMIER'S FATHER DIES IN ONTARIO

As he was making his final preparations to leave for Ottawa to fight before the Privy Council the case of British Columbia for lower freight rates, Premier Oliver received a message telling of the death of his father at the old Oliver family farm at Flesherton, Gray Country, Ont.

The Premier's father, Robert Oliver, was 90 years old. The Premier himself is 66. There were twelve children in the family, five boys and seven girls. Ten of the children are living, mostly in Ontario. One sister of the Premier is living in Nelson, B. C.

CLAYBURN

Under the auspices of the Clayburn Athletic Association a lecture entitled "A Night With Dickens" was given by Phelix Penn (John Bursill) on Friday evening, and was nicely illustrated with lantern slides.

In honor of the seventh birthday of her little daughter, Betty, Mrs. Seldon was hostess on Wednesday to a jolly party of young folk and their parents. Betty was the recipient of many nice gifts and sincere congratulations.

Miss Cruickshank is visiting in Vancouver.

Mrs. Stanley Baker of Clayburn has returned from an extended visit in the Old Country.

Mrs. Roderick Reed of Vancouver is the guest of Mrs. Seldon.

A concert consisting of conjuring acts and other attractions offered by well known artists of Vancouver will be given under the direction of the Clayburn Athletic Association on February 17th.

Mrs. R. L. McCulloch has returned from a visit in Vancouver.

Mr. Harry Thompson is visiting friends in Poplar.

Circulation

THE POST IS OUT AFTER A LARGER CIRCULATION.

For two weeks

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 cirulation is a good time to help out.

Pay to Mrs. A. Taylor, or send $1.00 through the Post Office.

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Always prompt, polite service at this market. Such attention naturally go with the fine qualities of meats which we sell.

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Abbotsford, B.C.

Abbotsford Feed Store Re-opened

This store is now open for business with a full line of feeds of all kinds at right prices.

You know our old Specialties? We still have them.

I solicit a part of your patronage for 1923.

J. J. SPARROW

Essendene Avenue *ABBOTSFORD, B. C.*

PERSONALS

Mrs. P. R. Edwards of Vancouver was the recent guest of Mrs. P. Starr of Sumas Prairie.

In aid of the building fund of the Parish Hall a concert and play will be held on Feb. 12th. Further particulars later.

Mrs. F. Sutherbry of Ladner and her sister-in-law, Mrs. Roderick Ramage of Kamloops are visiting relatives and friends in town.

Mr. Stewart McPhee was home for the week-end from North Bend.

Mr. and Mrs. M. M. Shore visited at the home of Mrs. Shore, Sr. in Vancouver on Sunday, and enjoyed a family gathering of over twenty relatives.

Mr. A. McInnes was home over the week-end from Cultus Lake.

Mr. and Mrs. P. R. Edwards of Vancouver are the guests of their parents, Mr. and Mrs. G. N. Zeigler.

Interest is reviving in the practises of the Abbotsford Band and there was a better attendance this week. As the weather and roads improve the attendance will increase. Several new members have been added and the band looks forward to a busy progressive year.

Rev. and Mrs. J. C. Alder of Newton, visited Abbotsford this week and attended to some alterations to their house prior to renting it.

The B.C. Telephone System here is gradually increasing and several new phones have recently been installed, among which is one in the Presbyterian Manse.

The radio installed last week at Dr. Swifts home by Mr. A. Lee of Vedder Mountain, is working very satisfactory, and on Monday evening music and other attractions were heard distinctly in Bellingham, Seattle and San Francisco.

Mrs. F. Olding visited Vancouver at the week-end.

Miss J. Vannetta and Mrs. W. Vannetta of Aldergrove were the guests of Mrs. J. Vannetta during the week.

In the Masonic Hall on Monday evening, January 22nd, a whist drive will be held under the auspices of the W. A. of St. Mathews Church. Arrangements are also being made for the holding of a Valentine whist drive on the 9th of February.

The high wind of Tuesday night brought down several large trees. One tree fell across the C. P. R. track, and another did damage to the veranda and steps at the residence of Mr. Roache.

A very pleasant evening was spent at the dance held under the auspices of the Orange and True Blue Lodges, in the theatre on Friday. Music was supplied by the Abbotsford Orchestra.

Mr. Ralph Gilmoure had the misfortune of cutting his hand badly with an axe on Monday.

Congratulations are being extended to Mr. and Mrs. Harry Grimley and Mr. and Mrs. Dale Northup upon the recent arrival of baby girls who were born in the M.-S.-A. Hospital.

Friends will regret to learn of the death of Dr. M. J. Jackson of Aldergrove, in Vancouver last Sunday. Dr. Jackson was a brother of Miss A. K. Jackson of Mission City and well known here.

Mr. Fred Sutherby, who underwent an operation in Vancouver last week is progressing favorably, and is expected home soon. Mrs. Sutherby visited him in Vancouver on Tuesday.

A Scotch concert in memory of Scotland's Immortal poet, Bobby Burns, will be held in the Masonic Hall on Tuesday evening, January 23rd. The committee who have the programme in charge are preparing a special treat for those who attend.

Preparations are completed for the holding of a masquerade dance in the theatre next Friday evening. The proceeds are in aid of the gramophone fund of the M.-S.-A. Hospital. Westland's Orchestra has been engaged.

ANNUAL MEETING OF W. A. OF M.-S.-A. HOSPITAL

At the annual meeting of the W. A. of the M.-S.-A. Hospital held last Wednesday afternoon, officers for the year were elected as follows: President, Mrs. A. George; vice-pres., Mrs. R. L. McCulloch; 2nd vice-pres Mrs. Ham.... secretary, Mrs. M. M. Shore; treasurer, Mrs. C. Weir.

The retiring president, Mrs. H Fraser, holds the office of Honorary President. The Executive is comprised of the Honorary president, and newly elected officers, and nine others named by them, as follows: Mrs. Kirkpatrick, Mrs. McMenemy, Mrs. McGowan, Mrs. Lee, Mrs Shone, Mrs. Swift, Mrs. Parton, Mrs Turner and Mrs. Tracey.

A hearty vote of thanks was accorded the retiring officers. The following financial statement was given by the retiring treasurer and speaks in a large measure of the splendid work done by the ladies during the year just closed: Cash receipts, $3,403.17; Expenditures, $2,497.95; balance on hand $905.22.

POULTRY ASSOCIATION ELECTS OFFICERS

The annual meeting of the Abbotsford and District Poultry and Pet Stock Association met on the 12th inst. when the following were elected to office for 1923: President, A. George; vice-president, J. J. Brydges; sec.-treas., A. Thornthwaite. The Executive consists of Messrs. E. V. Harraway, F. Mathews, H. T. Lait, W. S. Hill-Tout and H. Peck. Auditor, M. M. Shore.

A splendid financial report was given, showing a balance of about $100.00 at the end of the year.

In recognition of his services to the Association Mr. A. George will be given a presentation, which will probably take the form of a reading lamp.

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.

Maybe the chair has not a back. Look and see.

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

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BOARD OF TRADE GETTING ACTIVE

A well attended and enthusiastic meeting of the Executive of the Abbotsford and District Board of Trade was held on Tuesday, when the chairmen of the various committee made suggestions and proposals for the carrying out of the operations for the year, with the object of having a definite plan of action prepared to place before the full board.

Mr. J. M. Rowley, chairman of the Entertainment Committee suggested a weekly luncheon for the executive members and as many members of the board as could attend, in order that all could keep in touch with general interests. This idea was met with approval and arrangements will be made to put it into execution as soon as possible.

Mr. Brydges, chairman of the Finance Committee reported that a strong committee would be named and be prepared to do their utmost to provide finances for the activities of the Board.

Mr. George, chairman of the Agricultural Committee reported that the committee were arranging as quickly as possible to complete data with regard to all agricultural industries of the district, land values, etc. This information will be filed with the secretary, and he and this committee will be prepared to give any information in regard to agriculture.

Mr. E. T. Weir, chairman of the Fire and Light Committee, reported that petitions were under way for the signatures for lights for the lighting of the town, and indications at present showed that over seventy per cent of the ratepayers wanted lights. He also stated that everything possible would be done to make a thorough canvass, and when completed, a meeting of those ratepayers who have signed the list, will be called, when they will decide on the Commissioners.

Mr. Weir also reported that the committee would look into the needs of the Fire Hall and make recommendations as to what his committee would require.

Mr. J. A. McGowan, chairman of Industrial Committee promised that an exhaustive report on industries and opportunities of the district would be ready at a very early date.

Mr. R. J. Shortreed, chairman of the Roads and Bridges Committee reported the names of Councillor Frith of Sumas Municipality and Councillor Mutch of Matsqui to be added to his committee as selected representative of the people adjoining the townsite. He said that he was working assiduously on suggestions for improvements, and would have a full report made at an early date, and that any citizens with any suggestions to offer would be heartily welcomed.

Mr. Heller, chairman of the Publicity Committee reported that he would have suggestions to offer in the near future and assured the Board that everything possible would be done to give Abbotsford and District all due prominence that it merits.

Mr. R. H. Eby, chairman of the Membership Committee, reported a vigorous campaign for membership, and indications already are that Abbotsford and District will be able to report easily 100 per cent.

It was suggested to bring in and interest the Matsqui and Sumas Districts as the Board belongs as much to them as it does to Abbotsford.

It was regularly passed that the two Councillors, Messrs. Frith and Mutch, be made members of the Executive Council, so that these Districts would have direct representation.

The secretary also offered to furnish these gentlemen with copies of the minutes of all Executive meetings at which, owing to their numerous duties they might find impossible to attend. It was further arranged that meetings of the Board would be held if so desired at Whatcom Road, Poplar, Clayburn and other outside places, so that members from these districts could be given the opportunity to attend and familiarize themselves with first hand information, which is particularly necessary when the supportr and hearty co-operation of all in these Districts is given to the Board.

It was also decided that as a matter of a common nuisance ground, immediate action must be taken to apply to the Department of Public Health, requesting that a place be found at once.

The Council also wishes it to be understood that all members of the Board are welcome to attend any meeting of the Council while not taking part in the deliberartions.

The programme provides for great activity for the year and the successful carrying out of the splendid suggestions is only possible by the co-operation of everyone.

The Board has no desire or wish that any of its activities be kept behind closed doors, as it is a public functioning body for the public good in its ambition to make this District "The Spot" of the Fraser Valley.

The regular meeting of the Abbotsford Review No. 20, W. B. A. of the Maccabees was held in the Orange Hall on Thursday evening. Mrs. N. Pettipiece of Vancouver visited the Lodge, and very ably fulfilled the duties of installing officer. After the general business was transacted, refreshments were served and a social hour enojyed.

The alterations to the Orange Hall are all but completed and the hall is new very comfortable with the added accommodations. Arrangements are being made for the holding of social functions regularly, and the first of these will be given when the hall is again opened for use on Friday, February 2nd, when an "Old Time" Whist Drive and dance will take place. A real good time is expected.

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Oatmeal Toilet Soap, 6 cakes	25¢	Dyson's Vinegar, qt. bottle	20¢
Infants' Delight Soap 3 for	25¢	Bulk Soda Biscuits, lb.	17½¢
Molasses, 1½ lb. can	15¢	6 lb. sack, Rolled Oats	35¢
Brunswick Sardines, 4 tins	25¢	Celery, per lb.	12½¢
Nabob Jelly Powders, all flavors, 3 for	25¢	Head Lettuce, a head	15¢

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