

The Summerland Review

Established August, 1908.

Published at Summerland, B.C., every Thursday by THE REVIEW PUBLISHING COMPANY, LIMITED

Ralph E. White, Editor and Manager

An independent family newspaper covering Peachland, Summerland and Naramata and adjacent districts.

Member of Canadian Weekly Newspapers Association. Member of British Columbia Selected Weeklies.

Subscription Rates—In British Empire, in advance, \$2.50 per year; six months, \$1.40. To U.S.A. and other countries, \$3.00 per year.

Advertising Rate Cards and information respecting territory and samples of paper mailed upon request, or may be seen at the office of any advertising agency recognized by the Canadian Press Association.

Advertisers must have copy in by Tuesday noon in order to insure changes for standing advertisements. New display advertising copy can be accepted one day later.

All instructions for cancellation or alteration of advertising must be in writing.

Correspondence—Letters addressed to the Editor and intended for publication must be short and legibly written on one side of the paper only. The longer an article, the shorter its chance of insertion.

Typographical Errors—In the event of a typographical error, advertising goods at less than the proper price, the newspaper will furnish letters to be posted in the store stating the correct price, but goods may not be sold at the price printed and the difference charged to the newspaper.

Thursday, February 7, 1924



SUMMERLAND FRUIT POOL.

Other reasons in addition to those advanced at the fruit growers meeting last Thursday might have been offered in support of the demands for a separate pool for Summerland fruit which will enable the Co-operative to take full advantage of the local conditions.

Summerland has long been recognized as offering exceptional advantages to the fruit shipper. The fact that there is such an assortment of stuff produced here makes this the best point in the province for the assembling of carloads of assorted fruit for shipment to large retail stores in carlots.

Fruit in mixed cars sells at a premium as compared with the same fruit in straight carlots.

For years we have been paying transportation on fruit at the rate of six cents a package to be assembled at up-lake points in straight carlots or mixed, when, it is claimed, it might better have gone into mixed cars to save this six cents and sell at a higher price.

Under existing methods, it is claimed that the other points have been getting all the advantage of the fruit taken from here and assembled into mixed cars. Just how much this advantage may have been we do not know, but no harm can result to the co-operative movement by letting Summerland try out this method, which has been for years demanded by our growers.

APPLE POOL PRICES.

Growers should not be discouraged in their effort to produce larger and better apples by the fact that the Co-operative has not received the premium for the superior fruit that might reasonably be expected.

This inconsistency in relative prices of the several grades is the result of peculiar conditions in the world markets. Had there not been a good proportion of high grade stuff to command at least fair prices in foreign markets there would have been the larger supply of "C" and combination grades to be thrown on our home markets and this would have resulted in disaster.

It still pays to grow the best.

PANAMA CANAL TRAFFIC GROWS.

In 1923 the Panama Canal was used by 5,046 ships, compared with 2,997 in 1922. They paid tolls of \$22,961,000, while in 1922 the tolls amounted to only \$12,573,407. Canal traffic furnishes an index of the state of commerce through the world. Its rapid growth is indicative of the steady trend toward normalcy everywhere.

We'd have tax reduction within fifteen minutes if there were some way whereby both parties could get credit for it.

CO-OPERATE WITH YOUR TEACHERS.

Next to parents no one is so interested in the children's welfare, so devoted to their general growth and development as well as their school education as the teacher. Her work will be far more effective if the children know that the parents and trustees believe in her, trust her judgment, and back her up in her ideals and her decisions.

Down in Mexico bullets are ballots.

HOW TO MAKE YOUR ADVERTISING PAY.

Few merchants really have the proper appreciation of what advertising means to them. A writer in an exchange aptly put it in this way:

"If a man spoke to his wife only once a month or every two months she wouldn't recognize his voice." Yet some business men advertise once a month or every two months and then wonder why they don't get more business. Advertise every week. Remember "the used key is always bright." The store that tells the public what it is doing every day is the store that gets there in the end.

Apple Prices Obtained By Associated Growers

Condition of Apple Pools as at End of December Last.

Figures given by A. T. Howe, president of the Associated, at the meeting of the local co-operative last Thursday revealed some interesting facts. The apples of the different varieties were divided into two groups according to size. In some instances the smaller apples realized better prices than the larger apples and again some of the lower grades brought better prices than the higher grades. This, no doubt, is accounted for by the fact that Extra

Fancy and some of the other better packs were sent to distant markets and netted a smaller price than apples sold nearer home. It is expected that these differences will be adjusted.

A full statement of sales made in the different pools up to the end of December last is given below. At the end of December 153,750 boxes of apples had been placed in Great Britain; 287,488 were in cold storage and 249,786 were held by the locals. During last month the quantity in storage has been greatly reduced.

The prices below are the average up to the end of the year and are the f.o.b. prices.

Table with columns: VARIETY AND GRADE, No. boxes large size, Price, No. boxes small size, Price. Rows include Cox, McIntosh (Early Pool), McIntosh (Later Pool), Snow, Wealthy, Delicious, Rome Beauty, Spitz, Wagener, Winesap, Yellow Newtown, Grimes Golden, Jonathan, King David, Northern Spy, Winter Banana, Main Crop.

SOLD IN CRATES

Table with columns: Variety, No. of Crates, Av. Price. Rows include McIntosh, Delicious, Rome, Spitz, S. Winesap, Wagener, Winesap, Yellow Newtown, Grimes, Jonathan, Jonathan (hall marked), King David, Northern Spy, Winter Banana, Main Crop, Main Crop (hall marked).

MID-WINTER PROMOTIONS

(Continued from Page 1)

Pago, Myrtle Pago, Veronica Solly, Mamie Steinhoeck, Kathleen Roantrou, Armoi Philippou, Marino Biagoni.

Division V. Miss Nicholson. Grade IV.—Harry Walmsley, Bobby Nelson, Margaret Hogg, Naomi Korcher.

Grade V.—George Mossop, James May, Ada Danks, Charlie Blandale.

Perfect attendance.—Reggie Atkins, Dick Bonmore, Pia Botuzzi, Charlie Blandale, Margaret Dunsdon, George Gould, Naomi Korcher, Tommy Mack, James May, George

Mossop, Lonnie Mountford, Donald McLachlan, Saddle Purves, Kathleen Reid, Gordon Smith, Richard Smith, Margaret Stark, Harry Walmsley. Division VI. Miss Graham. Grade IV promoted to Grade IV second term.—James Clark, Ronald Taylor and Edward Ripplin, Norman Dickinson, Elden Baker, Lloyd Gould, Kenneth Walter. Grade III promoted to Grade IV.—Dorothy Bowering, Walter Powell, Mary Armitage, Harvey Mitchell, Doreen Howis, Joselo Bushell, Edna Baker, Kitty Higgin, Margaret Tavender, Bob McCutcheon, Betty Nelson, Margaret Steinboeck, George Dunsdon, Christine Lundie, Irene May, Alistair Campbell, Harry Barkwill, Dean Inglis, Gertrude Clark, and Alice Dickinson, Gordon Boothe. On trial.—Gordon Beggs, Jimmy

CANADIAN FLOUR TO FORTY-NINE COUNTRIES

Canadian flour was exported to forty-nine different countries last October, the total quantity shipped out being 1,155,274 barrels, compared with 855,232 barrels in October, 1922. While Great Britain was the largest customer, taking nearly 400,000 barrels, Germany took nearly a quarter of a million barrels. Over 70,000 barrels went to Newfoundland, and a like quantity to Greece, while China and Norway each took some 40,000 barrels. Other European countries which bought Canadian wheat flour in October included Belgium, Denmark, Estonia, Finland, Italy, Malta, Lettonia, Holland, Poland, Sweden, and Turkey. The British West Indies were good customers as well as Cuba. Countries in South and West Africa, islands in the Pacific Ocean, South American republics and British possessions and foreign countries throughout Asia were purchasers of Canadian flour.

TELEPHONES IN CANADA

According to a report recently issued by the Dominion Bureau of Statistics there are more telephones in use in Canada per 100 of population than in any other country in the world except the United States, and British Columbia's average is higher than any other province in the Dominion. The average numbers of users per 100 of population in Canada is 10.53, while British Columbia has 15.10 telephones per 100 persons.

inga substantial revenue for Canada, according to A. S. Duclos, of Edmonton, who had the contract for the slaughter of the 2,000 surplus animals in the park this fall. Good prices are being received by the government from the sale of meat, hides and heads and old timers all over the country are enjoying the opportunity to eat real buffalo steaks and pemmican once again.

Ah! A Reward

Jimmy (after trying for half an hour to open the pantry): "Gimminy! It's no use, Tommy; none of the keys fit." Tommy: "Aw, alright then; we'll wait 'til Mom comes home and ask for something for being good boys."

NOW PRODUCING A REVENUE FOR US

From an expensive burden on the Dominion Government, the Waiwright Buffalo Park is now producing

Special Excursion Party to the British Empire Exhibition for teachers and their friends. For further particulars apply F. R. E. DeHart, Kelowna, B. C.

M. G. WILSON & Co. PHONE. 16 Agents for Oliver Chemical Company Lime-Sulphur Spray \$14.50 per bbl. del'd. to orchard Dormoil 26.00 per bbl. del'd. to orchard TERMS: CASH Hardy and Spr-motor Sprayers and Repair Parts in stock. Please order now for FERTILIZERS ALFALFA, CLOVER AND VETCH SEED ALWAYS IN STOCK

TO SUBSCRIBERS Your address label contains the expiry date of your subscription. Look up the date, and, if in arrears, send along your renewal. It will save us the unnecessary expense of notifying you by mail.

FEED SEED BRUISED GROUND OATS Something you seldom see: crushed oats weighing 42 lbs. to the bushel. Baled Timothy, Clover and Alfalfa T. B. YOUNG Opposite St. Andrew's Church

LAND ACT

Osoyoos Division of Yale District

TAKE NOTICE that The Growers Packing Houses, Limited, with registered office at Vernon, B. C., intends to apply for permission to lease the following described land: Commencing at a post planted at the south east corner of Block 30A as shown on a Plan of Subdivision deposited in the Land Registry Office at Kamloops, B. C., as number 157; thence north easterly along the east boundary of said Block to the south east corner of Seventh Street of said Plan; thence north easterly along the south east boundary of said Block 30A to the west corner of District Lot 4037 of said Division; thence south easterly along the south west boundary of said Lot 4037 to the south corner thereof; thence south westerly along the east boundary of said Lot 4037, produced to meet the south boundary of said Block 30A produced easterly; thence westerly in a straight line to the point of commencement, and containing 2 acres, more or less. Dated the 27th day of November, 1923. The Growers Packing Houses, Limited by R. POLLOCK, agent.

CLEARANCE SALE In order to "cash in" on our heavy stock we are offering discounts in all lines. Bargains For All Big sacrifices are being made to convert winter goods into cash, but there are bargains in all lines. THIS IS YOUR OPPORTUNITY Get Our Prices—Here is Where Cash Counts A. B. ELLIOTT "The Man Who Saves You \$\$\$\$" SUMMERLAND WEST SUMMERLAND READ REVIEW CLASSIFIED ADVERTISEMENTS

The Summerland Review

Established August, 1908.

Published at Summerland, B.C., every Thursday by THE REVIEW PUBLISHING COMPANY, LIMITED
Ralph E. White, Editor and Manager

An independent family newspaper covering Peachland, Summerland and Naramata and adjacent districts.

Member of Canadian Weekly Newspapers Association.
Member of British Columbia Selected Weeklies.

Subscription Rates—In British Empire, in advance, \$2.50 per year; six months, \$1.40. To U.S.A. and other countries, \$3.00 per year.
Advertising Rate Cards and information respecting territory and samples of paper mailed upon request, or may be seen at the office of any advertising agency recognized by the Canadian Press Association.

Advertisers must have copy in by Tuesday noon in order to insure changes for standing advertisements. New display advertising copy can be accepted one day later.

All instructions for cancellation or alteration of advertising must be in writing.

Correspondence—Letters addressed to the Editor and intended for publication must be short and legibly written on one side of the paper only. The longer an article, the shorter its chance of insertion. All communications must bear the name of the writer, not necessarily for publication. The publication or rejection of articles is a matter entirely in the discretion of the Editor. No responsibility is assumed by the paper for the opinions expressed by correspondents.

Typographical Errors—In the event of a typographical error, advertising goods at less than the proper price, the newspaper will furnish letters to be posted in the store stating the correct price, but goods may not be sold at the price printed and the difference charged to the newspaper.

Thursday, February 14, 1924



AUTO CAMP MUST BE READY.

A contribution from a correspondent in these columns a few weeks ago, regarding our Auto Tourist Camp, has caused many of our citizens to ask the question, "What are the Council going to do about it?" All will agree with the writer of that contribution that it is incumbent upon the municipality to see to it that tourists coming to our pretty little camp site are but advance agents of thousands that will follow later on, provided the tourists depart with the friendliest of feelings.

The Council may rest assured that any appropriation set aside for the improvement and embellishment of the park will meet with the whole-hearted approbation of the ratepayers. There is one thing the citizens and city council alike must remember, and that is, that the tourist business has passed beyond the penny-ante stage and can no longer be treated on a penny-ante basis. We, therefore, cannot afford to handle that business on a cheap penurious scale. Every cent that Summerland spends on making tourists comfortable will yield a return of a thousand per cent.

Last year an appropriation or grant of \$100 was made for improvements at the park, but that amount would fall far short of the sum required if we are to even hold our own in attracting the tourist from the beaten path. We are in a position to state that Summerland will shortly have an emissary on the road who will go the limit to induce tourists to come to the Okanagan, and the expenses of this trip will be borne entirely by himself. It is his intention, just as soon as Spring breaks, to hit the great Pacific Highway, stopping off at every auto camp, distributing literature and giving information and illustrated lectures. This is carrying the information to the very class of people Summerland's park must cater to.

The time for improvements to be made is now. Our neighbors north and south are expending large sums to this end, and operations must be begun at once. The stage must be set before the curtain rings up. The efforts of our ambassador to turn the crowds this way should be backed to the limit. The numbers arriving here last year will sink into insignificance by comparison with the numbers we shall be called upon to entertain this coming season. We have an asset that should prove a veritable gold mine if properly handled and advertised. There is money in this business. Let us get after it. Let the Council make a good substantial appropriation worthy of the need, and, moreover, let the good work commence at once.

SPEND IT IN SUMMERLAND.

Prices are, as usual, lower than big-city prices. Your home-town merchant is selling the merchandise that he can afford to carry at prices that you can afford to pay. It is up to you, the buyer, to support him, not in a spirit of giving him something, but in the spirit of contributing to your mutual welfare.

Individual prosperity is in no small measure dependent on merchant prosperity, and vice versa. Buy what you need now, buy all you need, and—be sure you buy it in Summerland.

Don't forget that Germany held out against the rest of the world in the great war for so long a time only because she spent ALL her money at home.

Home-spending makes for home-strength. Strengthen yourself, your merchants and your community by spending your money in Summerland.

WHERE YOUNG MEN GET THEIR WIVES.

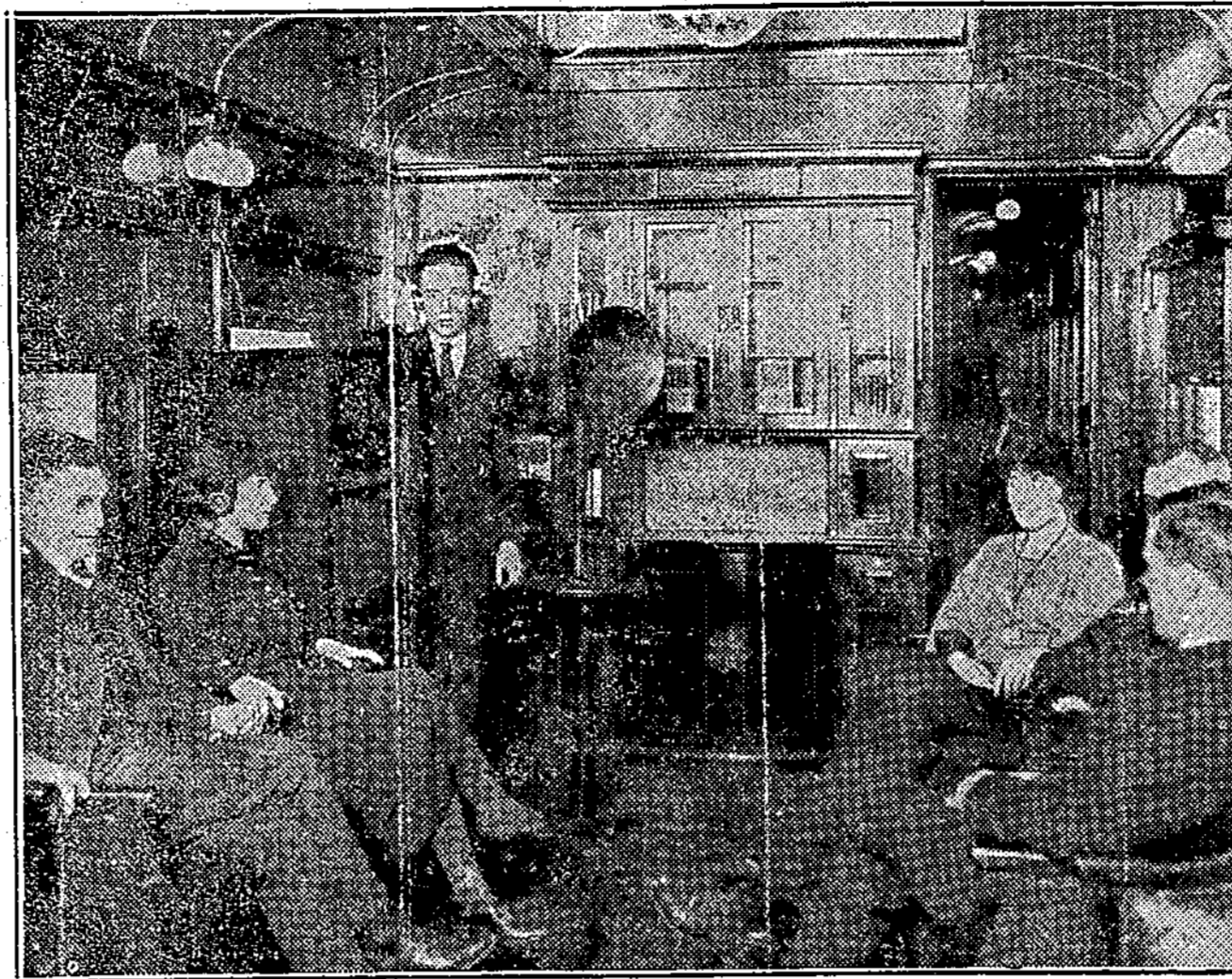
"Wise young men do not hunt for wives on the streets, or at shows." In the modest seclusion of happy homes, helping mother, or in the Sunday School and church, helping to make the world better, or in the school room leading young lives into a higher place—in places like these they seek to find them. And the young men that gadding girls catch are not worth catching.

THE DIFFERENCE.

When business is poor with the big city stores they do their heavy advertising for force trade. In some of the smaller towns when trade is slow the merchants stop advertising and crawl under the counter and go to sleep.

Some folks find it mighty hard to take a soft drink.

ENJOY RADIO ON CONTINENTAL LIMITED



NO longer need the business man or broker be out of touch with market fluctuations while he is travelling from his own city to another on the Continental Limited, the all-steel train of the Canadian National Railways. The Canadian National system is the first railway in Canada to provide radio receiving sets aboard its regular trains for the convenience and

entertainment of passengers. Efficient receiving sets, in charge of competent operators, are being installed in observation cars on the Continental Limited, with the result that the business man or broker may, if he wishes, follow the markets regularly while travelling or may enjoy music or other entertainment features broadcast from the various stations in Can-

ada and the United States. Market quotations are sent from the large American and Canadian broadcasting stations at regular intervals during the business day, and in addition to these, passengers aboard the Continental Limited are enabled to enjoy good music and other features as they travel across the continent.

REUNION OF B. C. PIONEERS

A committee of the British Columbia Historical Association is making arrangements for a grand reunion of old-time residents of British Columbia. In its effort to make this gathering an outstanding event in the history of the Province the committee has secured the hearty co-operation of the Victoria posts of the Native Sons and Native Daughters, and to secure a representative gathering similar societies throughout the Province and individuals are asked to supply names and addresses of all pioneer residents in their respective districts. For the present purpose, the term "pioneer" is being applied to all those who resided in British Columbia prior to Confederation in 1871.

The time of the reunion will be about the middle of May, to coincide with the annual convention of the Native Sons of British Columbia, which is to be held in Victoria this year. Although it will be some time before final arrangements are made, the program will contain entertainment for two or three days, and will probably include an "old-timers' " dinner, a reception at Government House, and automobile drives to places of interest in and around Victoria and Vancouver Island.

The Provincial archives department is taking this opportunity of collecting records and has prepared forms for personal history of pioneers. These forms may be obtained on application to J. Forsyth, librarian and archivist, Victoria, and those

WINTER WORK

By the Assistant Superintendent, Experimental Station, Summerland, B. C.

Agricultural activities in British Columbia's dry belt are largely seasonal in character. This is particularly true of the areas devoted to the production of fruit and vegetables. Spring and summer are busy seasons. The autumn is a period of feverish activity. By the time winter sets in the rush of work is over for another year. This seasonal distribution of work is a problem which calls urgently for solution. To be economically sound a community should provide its members with employment the year round.

How can such a condition be brought about in the fruit growing regions of British Columbia? The answer lies along the line of greater diversification of effort. A branch of the B. C. Art League, with headquarters at Summerland, is advancing one valuable suggestion—cottage industries. The introduction of poultry keeping as a supplement to orcharding is also advocated. The green-house provides another promising medium on which to expend winter labor.

To the enterprising and energetic grower a multitude of possible winter occupations suggest themselves. with the residence qualification who furnish their names and addresses will later receive invitations to the reunion.

ISSUE CHEQUES FOR McINTOSH REDS

Occidental Fruit Company have sent growers statements with cheques in payment for McIntosh Reds. Growers received 95 cents for Extra Fancy, 64½ cents for Fancy and 56 cents for crates.

When all the little odd jobs which were neglected during the rush of harvesting are attended to, when the wood supply for next year has been cut and brought down from the woods, when the farm machinery has been overhauled, when the flumes and irrigation ditches have been carefully gone over and repaired, when there is a north wind blowing and it is too cold to prune, there is still something which can be done. When the thermometer registers below zero it is time to plan the work for next year. There are seeds, and perhaps nursery stock to order. A little thought now means a great saving of time when the rush of spring work starts.

Winter evenings can be profitably spent in reading the publications issued by the Experimental Farms Branch. The Summerland Experimental Station staff will do all in their power to supply any additional information.

According to a recent official compilation it is found that out of every 100 people in Canada 51 live on farms. The 70,000 farms in Canada represent a gross worth of \$700,000,000, or about \$10,000 per farm, and produce an annual revenue of nearly \$1,500,000, an average income per farm of \$2,000 yearly.

LAND ACT

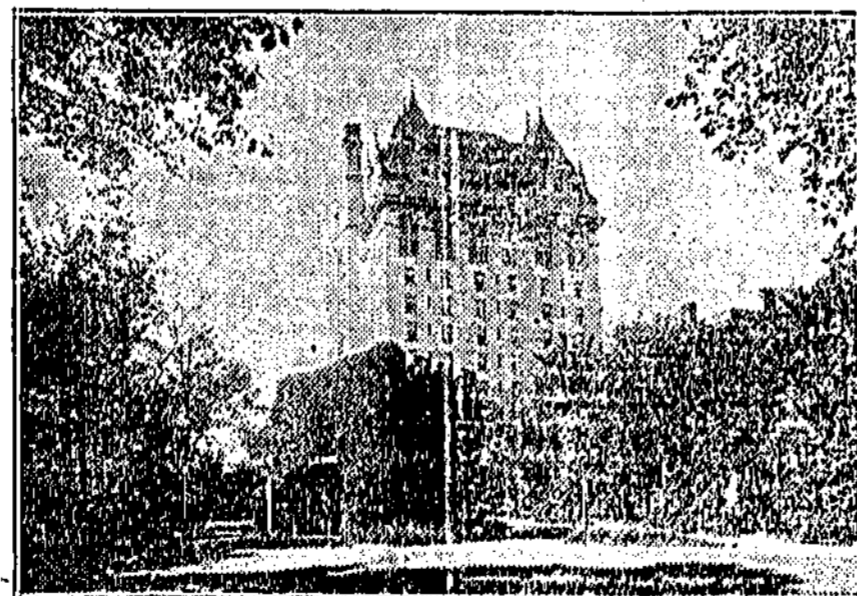
OSOYOOS DIVISION OF YALE DISTRICT

TAKE NOTICE that The Growers Packing Houses, Limited, with registered office at Vernon, B. C., intends to apply for permission to lease the following described land: Commencing at a post planted at the south east corner of Block 86A as shown on a Plan of Subdivision deposited in the Land Registry Office at Kamloops, B. C., as number 157; thence north easterly along the east boundary of said Block to the south east corner of Seventh Street of said Plan; thence north easterly along the eastern boundary of said Seventh Street to the south east corner of Block 28A of said Plan; thence along the east boundary of said Block 28A to the west corner of District Lot 4037 of said Division; thence south easterly along the south west boundary of said Lot 4037 to the south corner thereof; thence south westerly along the east boundary of said Lot 4037, produced to meet the south boundary of said Block 86A produced easterly; thence westerly in a straight line to the point of commencement, and containing 2 acres, more or less. Dated the 27th day of November, 1923.

The Growers Packing Houses, Limited by R. POLLOCK, agent.

22-30

OLD AND NEW FORT GARRY



THE story of the Winnipeg forts of the early fur-trading days—Rouge and Gibraltar, Douglas and Garry, is among the most interesting that could be found anywhere. When Vorendrye came to the junction of the Red and Assiniboine Rivers in 1738 he established Fort Rouge. The Northwest Company, sixty years later, established Fort Gibraltar, and a few years later Fort Douglas, named after Thomas Douglas, the fifth Earl of Selkirk, was constructed by the Hudson's Bay Company. Many stories are told of conflicts between the servants of the Hudson's Bay and North-West Companies, but the fouda terminated with the amalgamation of the two companies in 1821, and the first Fort Garry was erected as a trading post and settlers' depot.

This was an elaborate structure with stone walls, bastions and port-holes. On 1831 the building of Lower Fort Garry, 10 miles down the river was commenced. This was for a time the residence of the Governor of Rupert's Land and the seat of government. In 1835 Upper Fort Garry was begun at the junction of the two rivers and this was the centre of business, government, education and public affairs for more than 30 years, and was the nucleus of the present city of Winnipeg. The Fort was sold in 1882 and the front gate, now owned by the city and standing beside the new Fort Garry, the hotel of the Canadian National Railways, is all that remains of this historic group of buildings.

The national wealth of Canada is estimated by the government bureau of statistics at \$22,482,841,182—which works out at around \$2,500 per head of population. The estimate has been reached under the "inventory" method. This consists in totalling the amounts known to have been invested in agriculture, manufacture, dwellings, etc. Farm values are the largest item in the total, these (which include buildings, machinery, live stock, etc.), account for \$6,592,351,789. The next largest item is urban real property, totalling \$5,944,000,000.

Spend Those Few Dollars In Your Home Town.



Read the Advertisements and See What Is Offered.

SHERWIN-WILLIAMS PRODUCTS

Save the surface and you save all

Sherwin-Williams label means good quality in all kinds of PAINT AND VARNISH

Butler and Walden

SOLE AGENTS

S.P. 1913

FEED SEED BRUISED GROUND

OATS

Something you seldom see: crushed oats weighing 42 lbs. to the bushel.

Baled Timothy, Clover and Alfalfa

T. B. YOUNG

Opposite St. Andrew's Church

Join the

Farmers' Institute

And get your

SPRAY

For \$13.50 DELIVERED TO YOUR ORCHARD

TERMS: CASH WITH ORDER

Apply:—PERCY E. KNOWLES, Secretary.

DONT INJURE YOUR TREES

Nor waste your time by using poor pruning tools. We can supply you with the best at small cost:

Riosor Pruning Shears \$5.75

Other makes up from 1.00

Two-handed Pruning Shears 2.25

Long Handled Shears, 8 ft. 2.25

Pruning Saws 2.70

Extra Saw Blades50

LET US SHOW YOU

A. B. ELLIOTT

"The Man Who Saves You \$ \$ \$ \$"

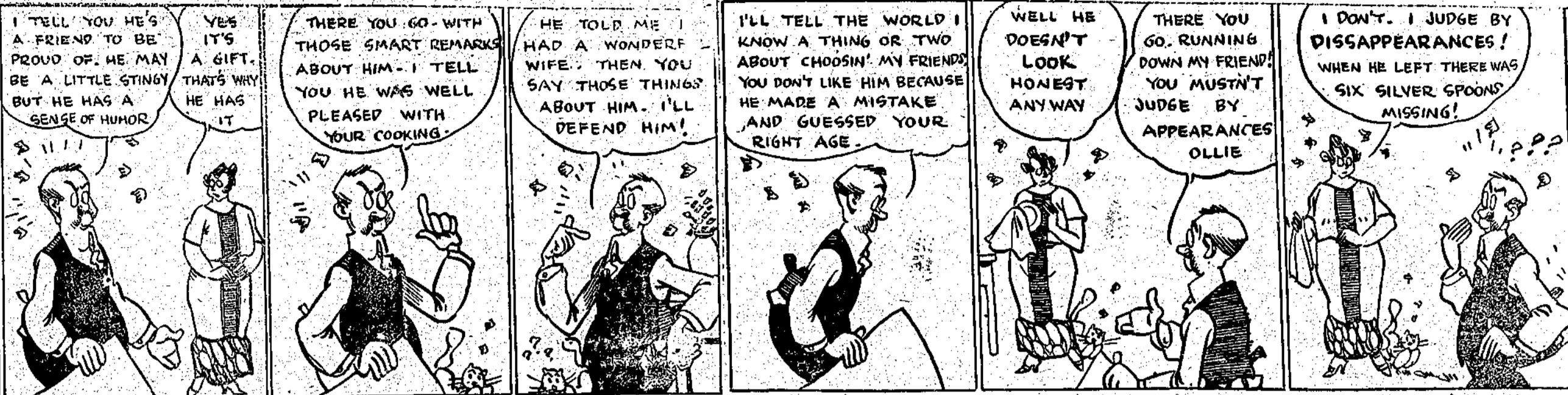
SUMMERLAND WEST SUMMERLAND

Classified Advertising

RATES FOR CLASSIFIED ADVERTISEMENTS. First insertion, 8 cents a word. Two cents a word each subsequent insertion; minimum charge, 50 cents per week.

HOME SWEET HOME

Oscar Tells the World He Knows a Thing or Two by Terry Gilkison



For Sale

FOR SALE—One cow, fresh. J. Dunsdon. 29,30,31. FOR SALE—Ford runabout in good condition, cheap. Easy terms. A. Richardson, Box 85, West Summerland. 29-30p.

MARKETS COMMISSIONER SAYS THAT HOME COMPETITION HAS CAUSED HEAVY LOSSES

(Continued from Page 1) A. DesBrisay said that at a meeting of Associated Growers, Mr. Steuart told them if they attempted to have their own brokers there would be a big fight on hand with the other brokers, and asked what Commissioner Grant thought about that.

PEACHLAND DOINGS

(Continued from Page 4) R. J. Hogg, retiring, and Wm. Dryden, newly appointed director to represent Peachland and Westbank locals on the Associated Growers, left Thursday morning to attend the board meeting at Vernon. Mrs. Dryden accompanied her husband.

CONDEMNNS PRESENT PACKING SYSTEM

(Continued from Page 1) were allowed by the Canadian grading regulations so that everything was covered which the Americans had, but advocated only using the three straight grades and basing the price on fancy instead of extra fancy as 65 per cent. of the fruit comes into that grade.

CANADA CUTTING HIM OUT

That Canada is gradually freezing out United States flour exports to the West Indies and South America, is the statement of B. W. Unge, of Topeka, Kansas, in a letter to the Winnipeg Board of Trade inquiring about a business location in Winnipeg.

GREATEST ON EARTH

"I believe Canada is the greatest wheat producing country on earth. The time will come when the United States will buy its wheat from Canada. Our commercial relations are close and profitable."

Poultry

FOR SALE—Pedigreed Barred Rocks, utility cockerels from Spratt's Albani Gold Medal Bird. \$5 each. S. Feltham, phone 552. 28tf

COMING EVENTS

Notices under this heading are inserted at 3 cents a word. Each repeat, 2 cents a word. Minimum charge, 50 cents. Contract rates on application.

A little later he, the speaker, met Mr. McDonald in Winnipeg. Mr. McDonald was doing splendid work there for the growers, but he was only a man, and the prairies was a big territory to cover. Shortly after this Vernon sent three men to the prairies to represent the growers and almost immediately there was a great improvement in conditions.

He then told his hearers he had examined fruit stored in Eastern Canada and found it on the whole to be standing up well. The B. C. apples in 1923 captured the entire extra fancy and fancy trade in eastern Canada. The American fruit was entirely wiped off the eastern markets on this side of the line.

DECIDED VIEW ON ORIENTAL QUESTION

(Continued from Page 1) had been hard hit by the depression of the past seasons. Dr. Darwin expressed his conviction that the worst period was over, and that, with united effort of all concerned, conditions would now improve.

SENIORS WIN OVER PENTICTON

(Continued from Page 1) on fouls. Rene Harris, though getting in some good work, did not show up as well as usual in shooting, being closely checked by her opponent, E. Mitchell, of Pentiction.

MATT. G. WILSON

Authorized Trustee REAL ESTATE INSURANCE OF ALL KINDS PHONE 16

HARVEY & ELSEY Building Contractors

DEALERS IN Dimension Lumber Finishing Material Sashes and Doors Cement Lime Brick Glass Builders' Hardware West Summerland Phone 4

Advertisement for a baby product. Includes an image of a baby and a bottle. Text: "Proven best Since 1857 Makes a husky kiddy FREE BABY BOOKS"

His Hearing Restored

The invisible ear drum invented by A. O. Leonard, which is a miniature megaphone, fitting inside the ear entirely out of sight, is restoring the hearing of hundreds of people in New York city. Mr. Leonard invented this drum to relieve himself of deafness and head noises, and it does it so successfully that no one could tell he is a deaf man.

Commissioner Grant said that he had frequently urged the production of more peaches and pointed out that the supply available from B. C. was totally inadequate to meet the demand on the prairies, to supply which peaches had to be brought in from Washington. The same applied to apricots in a less degree, he said.

Much had to be done to improve the grade, Commissioner Grant said. Three grades were all that were required and those should have a reasonable margin between them. He urged that the combination grades be done away with.

AT THE RIALTO

A tremendous set, representing a street in Calro, is shown in George Melford's splendid production of "Burning Sands." Though nearly a half-mile long, it would not be remarkable except for the fact that its full extent is used in night scenes.

Are You Only Half Alive?

Is life just one glorious existence for you? Are you thoroughly alive every minute, every hour, every day? Do you sleep well? Do you look forward to your meals and enjoy them? Are you always hungry at meal time? If your whole body is not thoroughly alive mentally and physically—fairly tingling with the joy of living—if you don't sleep well—if you don't look forward to your meals and enjoy them—if you are tired, listless, weak, you need a tonic.

Motorists, Attention!

When you need sound advice, expert repair work on any make of battery or a new battery, let us serve you. We sell and recommend the long-life Exide.

Advertisement for Exide Batteries. Includes the Exide logo and text: "THE LONG-LIFE BATTERY FOR YOUR CAR Exide BATTERIES MADE IN CANADA READ'S GARAGE"

OCCIDENTAL FRUIT CO., LTD.

EXPORTERS AND SHIPPERS OF FRUITS AND VEGETABLES Phone 183 Geo. C. Benmore Local Manager West Summerland

Rialto Theatre

WEST SUMMERLAND
V. M. LOCKWOOD, Manager
Fri. & Sat., Feb. 22 & 23—
'SILVER WINGS'
—starring—
MARY CARR
It's a lightning bolt from a clear sky: dramatic, tense, vivid, powerful.

THE EMPRESS

PENTICTON
Fri. & Sat., Feb. 22 & 23—
'ZAZA'
—with—
Gloria Swanson
'ONE EXCITING DAY'
Mon. & Tues., Feb. 25 & 26—
Jackie Coogan
—in—
'CIRCUS DAYS'
'WHERE THERE'S A WILL'
Topics
Wed. & Thurs., Feb. 27 & 28—
Thomas Meighan
—in—
'WOMAN PROOF'
'THE AUTHOR'
Topics

I.O.O.F.
Okanagan Lodge, No. 58
Meets Second and Fourth Monday
at 8 p.m. in Freemasons' Hall.

A. H. & A. M.
Summerland Lodge, No. 55
Meets Third Thursday
in the month.

TO BE SAFE AND SAVE
—Insure with—
G. J. COULTER WHITE
Phone 771 - Ask for rates

SUMMERLAND BAPTIST CHURCH
REV. Z. L. FASH, M.A., B.D.,
Pastor.

Rev. J. W. Litch, D.D. will preach
every night this week (except Saturday)
and on Sunday, February 24th,
at all services. Sunday evening
subject, "Drifting—Into and Out
of Infidelity—His Life Story."

'FEEL IT HEAL'
Mentholatum
COLDS - BURNS - BRUISES

VERNON GRANITE AND MARBLE COMPANY
Quarrying and Cut-Stone Contractors
Monuments, Tombstones
and General Cemetery Work.
PRICE STREET - VERNON

W. C. KELLEY, B.A.
BARRISTER, SOLICITOR,
NOTARY.
WEST SUMMERLAND B. C. forml.

Local Happenings

G. I. Gray went down to the Coast on Friday noon's train on a brief business visit.
Miss Bertha Johnston returned last week from a visit of some weeks with friends at the Coast.
A daughter was born to Mr. and Mrs. Wm. Atkinson at the Summerland hospital, Wednesday, February 20th.
Mrs. C. Brosi left on Saturday for Roseburg, Oregon, where her husband is at present located.
Mrs. Geo. W. Johnson gave a Valentine tea and musicale on Thursday afternoon of last week, which was greatly enjoyed by a number of friends.
Miss Eva Shields came down from Okanagan Centre on Friday and was with Mr. Logie in his office here for a few days, returning north on Wednesday.
Mr. and Mrs. W. Hickling, guests of Mr. and Mrs. R. S. Munro, left for Vancouver last Sunday to visit his brother before returning to their home in Brandon.
L. E. Tripp, of Crehan, Mouat and Co., auditors, is checking up the books of the Co-operative this week preparatory to issuing the annual statement.
Just arrived for Spring and Summer. A large consignment of high class Silk Hose, in all the latest shades and patterns. Embroidered fronts and clocks at side. The Ladies' Emporium.
Summerland Women's Institute has been complimented by the Women's Institute at Duncan on its resolution requiring that all teachers should be required to furnish recommendations as to their character.
With summer weather in the Okanagan, it is hard to believe weather reports from east of the Rockies. Last Saturday Calgary experienced sixteen degrees below zero while at Edmonton the thermometer registered twelve below.
M. G. Wilson went up to Vernon on Wednesday to attend a meeting of creditors of W. F. Laidman, in whose estate he is interested as trustee of the O.U.G., which concern advanced Mr. Laidman money for the Chute Lake box factory.
Rev. J. W. Litch, D.D., of Vancouver, is holding a special evangelistic campaign this week in the Baptist church, meetings being conducted each week night as well as the usual Sunday services. Dr. Litch took both services in that church on Sunday last.
A bed of beautiful snowdrops is in bloom in J. J. Blewett's garden in Peach Orchard. A few of the blossoms had appeared and on removing the winter covering of old foliage and leaves the entire bed was found to be a mass of fresh green shoots.
M. G. Wilson has been asked by some Associated officials if he would consider an offer of the position of general manager.
Misses Dora and Lillian Mitchell came in from Colgate, Sask., on Friday night to stay with their aunt, Mrs. Wm. Ritchie here.
W. Haddrell was brought in by K. V. R. train this morning and taken to the hospital suffering with a broken leg.
Mrs. W. McMillan returned recently from San Francisco, where she had spent the winter with her brother, A. S. Cook.
Mrs. W. McMillan returned recently from San Francisco, where she had spent the winter with her brother, A. S. Cook.
The Tuxis Square of St. Andrew's church are holding a banquet in St. Andrew's Hall tomorrow night, when it is expected that about thirty members and friends will be present.
Miss Belle Vanderburg, who has been substituting on the Central school staff during the illness of Miss Ball, is continuing in that capacity until a permanent substitute is appointed.
High school teachers and students are putting in long hours in an effort to make up time lost on the schedule.
Summerland troop of Wolf Cubs who have been disbanded for a time are re-organizing for the summer's work, and are holding their first meeting tomorrow night in the Parish Hall.
Announcements of the marriage of Peter Gray, for some time with the Dominion Bank here, to a Manitoba young lady have been received by friends here.
Still further harbingers of spring are noticed each day.
Miss Bertha Ball of the teaching staff of the public school, who has been ill for some time, left on Saturday morning for her home in Armstrong, having been advised by her doctor that a complete rest was advisable.
Warning signs to motorists are to be put up on the streets in the vicinity of the high and consolidated school buildings.
After a few days' rest in the hospital, Rev. W. A. Alexander is again home, though still confined to bed.
Summerland branch of the B. C. Art League, the Log Cabin in Peach Orchard, and Jack Logie, were featured in a recent write-up on the editorial page of the Vancouver Daily Province.
Tomorrow's westbound train will be the first routed through the Coquahalla Pass since the first of last week, when the heavy rains at the Coast caused washouts and other damage to the railway track.
Banl Stuart, Summerland's representative on the board of the Associated Growers of B. C., and who has been managing director, was appointed managing director pro-tem at the directors' meeting last week pending the selecting of a general manager by the advisory committee and the appointment of such official at a general meeting of the directors.

BANK GETS RED INK JUDGMENT BY DEFAULT

Expense of Defending Suit of J. S. Campbell in Supreme Court is Too Great.
In connection with the case instituted by the Dominion Bank against J. S. Campbell, which the 'red ink' committee planned to make a test case, it is learned that Mr. Campbell will not push his defence any further.
The action of the bank against Major Hutton was expected to give the committee the desired opportunity to press their views and to demand certain information.

SOME INTERESTING ANNOUNCEMENTS

M. G. Wilson and Company are announcing a reduction in price of spray.
Women shoppers will be interested in the announcement of J. C. Melvin of the arrival of new spring goods.
A. B. Elliott claims to have hit upon the right combination of poultry foods to stimulate hens to maximum production.
Some special attractions are announced by the Grocerteria this week.
How to make the home beautiful within and at small expense is told by Butler and Walden this week in their regular store news space.

CARLOAD OF APPLES IN RAIL ACCIDENT

Since the blocking of the Coquahalla Pass, K.V.R. trains have been going by way of Merritt and Spences Bridge. Last Thursday, a freight train westbound, was partly derailed, two cars being thrown off the track. One was a car of apples en route from Penticton to Vancouver, the other was loaded with spelter.

SUMMERLAND WEATHER REPORT

Table with 4 columns: Date, Max. Rain, Min. Rain, S.S.
Feb. 13-43 37 0.0
Feb. 14-49 34 2.2
Feb. 15-45 32 2.3
Feb. 16-40 27 0.0
Feb. 17-49 27 2.6
Feb. 18-47 35 1.5
Feb. 19-47 34 6.5

School Supplies & Stationery
We carry a complete stock of the most approved forms—the best in town.
FRESH FROM THE PIT: CARROTS, PARSNIPS, BEETS
HOME COOKING AND CATERING
MRS. T. J. GARNETT

Summerland-Naramata Ferry
Winter Schedule — Effective October 15th
Leave Summerland at 9 a.m. and 3 p.m.
Leave Naramata at 10 a.m. and 4 p.m.
Extra trip on Saturdays leaving Summerland 11.30 a.m. and Naramata at 12 noon.
DAILY STAGE TO PENTICTON
Leaves "Better 'Ole," West Summerland 12.45.
Lv. Hotel Summerland 1 p.m. Lv. Penticton 4 p.m.
Okanagan Lake Boat Co., Ltd.
CAPT. P. S. ROE, Manager

Bartholomew & Atkinson
Painters .. Decorators
Estimates Given.
House Phone - 672
Office do. - 684

MORE CHANGES IN ASSESSMENTS

At the adjourned meeting of the Court of Revision held last week a reduction of \$100 on land valuation and \$600 on improvements were made on the C. A. Marshall property.
Three one-acre lots of the Agur Estate were reduced, one \$25 and the other two \$50 each.
Notice was given H. W. Tavender, Walters, Ltd., J. Tait and T. G. Virtue that their assessments would be raised and the court was adjourned until yesterday to give the owners opportunity to appeal.

SCHOOL TEACHERS ENTERTAIN AT DANCE

At the invitation of the teaching staff of the Summerland schools well over one hundred guests gathered at the Parish Hall on Friday evening for an informal dance.
Seasonable Valentine decorations were artistically carried out in colored streamers, while from corners to centre of the ceiling were suspended festoons of hearts meeting in the centre about a cluster of gay balloons.
Splendid music was provided by Misses Ida Shields, Jean Moffat, Bertha Johnston and H. Daniel in turn at the piano, with Jimmy Kean playing the traps, while H. Daniel also assisted with his popular ban-uke.
Delicious refreshments were served during the evening, dancing continuing until the early hours.

BOY SCOUTS

On Friday, February 15, the Scouts met in the College Gym at their weekly meeting. Scoutmaster Strother took several boys in Tenderfoot work and the four following succeeded in passing: James Fisher, John Caldwell, Stanley Taylor, Jack Bernard.

GIRL GUIDES

Summerland Girl Guides' committee held a meeting at the home of Mrs. Wright on Monday afternoon when officers were elected for the coming year as follows: Mrs. Clements, chairman; Mrs. Wright, 1st vice-president; Mrs. Keith Elliott, secretary-treasurer.
A committee of Ways and Means was appointed, composed of Mrs. M. Tait, Mrs. T. Walden and Mrs. Clements, with Mrs. Barnes and Mrs. Benmore as an examining committee.
The Guides' Valentine social held last Thursday in the Parish Hall proved very successful, tables being laid for about eighty persons.

GLASS
We carry a big stock of Glass, sizes ranging from 10x12 inches up to 40x40 inches, which enables us to take care of your glass requirements and Window Repairs at the least possible cost.
We will—
CUT GLASS TO FIT, & GLAZE YOUR WINDOWS
—at nominal cost without delay.
SPECIAL PRICE ON GREENHOUSE GLASS in case lots.
GREENHOUSE MATERIAL,
HOT BED FRAMES AND
WINDOWS AND SASHES
(STOCK OR SPECIAL ORDER)
Promptly Manufactured in our Workshop
HARVEY & ELSEY
Retail Builders' Supplies

ORDER NOW
SPRAY Flour, Seeds, SPRAY Cereals
Poultry Mash and Dairy Mash mixed to order from Government inspected stock.
ALFALFA—HAY—TIMOTHY
BLEWETT'S
FEED PHONE STORE
124

FRESH MEAT, FRESH FISH AND FRESH VEGETABLES
PHONE 14
Lakeside Meat Market

FOR SALE
Oats, weighing 42 lbs. to the bushel \$1.80
Crushed Oats (from same oats) 1.90
Baled Timothy, Alfalfa and Oat Hay, per ton \$22
Heavy Team Democrat \$90
2 250-egg Wisconsin Incubators with Brooders, each \$50
Farm and Garden Machinery of all kinds.
Orchard Ladders.
Four Second-hand Cars, cheap.
T. B. YOUNG
PHONE 803

Per Dozen SUNKIST
.25 ORANGES .25 Per Dozen
LARGE WRITING PADS,
Regular 25 cents, Special19
CLEANSER, per tin10
SALMON, pink, per tin10
Red, 2 for25
PINEAPPLE, Crushed, per tin35
Sliced, per tin29
FRESH GROUND COFFEE, 2 lbs. for .95
PASTRY FLOUR, per sack40

GARDEN AND FIELD SEEDS
Place your order with us for your requirements.
Summerland We Please Grocerteria

MOVIES

Rialto Theatre

WEST SUMMERLAND
V. M. LOCKWOOD, Manager
Fri. & Sat., Feb. 29 & Mar. 1—
"THE OLD HOMESTEAD"
Here's the immortal drama that has filled millions of hearts with thrills and gladness for fifty years.

"FELIX THE CAT"
Fri. & Sat., Mar. 7 & 8—
"RACING HEARTS"
with a good Comedy. Also
The Country Grocery.
PHONE 281

THE EMPRESS

PENTICTON
Fri. & Sat., Feb. 29 and Mar. 1—
Percy Marmounts
"IF WINTER COMES"
"COLONEL HEEZALIAR'S VACATION"
"THE GARDEN OF GUIERS"
Mon. & Tues., March 3 & 4—
"JEALOUS HUSBANDS"
Fox News
"PARIS LIFE"
Wed. & Thurs., March 5 & 6—
"SEX CYLINDER LOVE"
Ernest Truax
"NO LOAFING"
Topics

I.O.O.F.
Okanagan Lodge, No. 58
Meets Second and Fourth Monday at 8 p.m. in Freemasons' Hall.
E. Thomas, R. S. Jackson, Noble Grand, Rec. Secretary.

A. J. & A. M.
Summerland Lodge, No. 51
Meets Third Thursday in the month.
C. J. Huddleston, W.M.
K. M. Elliott, Sec'y

TO BE SAFE AND SAVE
—Insure with—
G. J. COULTER WHITE
Phone 771 - Ask for rates

SUMMERLAND BAPTIST CHURCH
REV. Z. L. FASH, M.A., B.D., Pastor.
10.30 a.m.—"Praising and Building."
11.45 a.m.—Church School.
7.30 p.m.—Community Sing and sermon, "Elijah's Call."
7.30 p.m. Wednesday — Community Prayer Service.
ALL INVITED

"FEEL IT HEAL"
Mentholatum
COLD - CHAPPED HANDS - BURNS
VERNON GRANITE AND MARBLE COMPANY
Quarrying and Cut-Stone Contractors
Monuments, Tombstones and General Cemetery Work.
PRICE STREET - VERNON
W. C. KELLEY, B.A.
BARRISTER, SOLICITOR, NOTARY.
WEST SUMMERLAND B. C.

Local Happenings

Public School Inspector Hall visited the Summerland schools this week.
Fresh eggs for sale. Summerland Poultry Association. Kelley Block. 31L
Tommy Harris entertained a number of young friends at a party in the Parish Hall on Tuesday night.
Cecil Wells returned last Thursday noon from Taber, Alta., where he had been visiting his parents for about two weeks.

Mrs. Mellor will entertain the members of her primary Sunday school class and their mothers on Saturday afternoon in the church parlors.
W. P. Secrest has taken over part of the Simpson property on Paradise Flat. He will operate it this season with a resident manager.
Claude Monro, Peach Valley, left on Monday's train to make his home in Vancouver. His wife and children will follow in a few days.

Orders for ice taken. Phone 931. 31L
Jack Logie's lectures before the different school classes on the Indians of B. C. are greatly appreciated by the children, judging from their comments.
Summerland Poultry Association members please note. Commencing Saturday, March 1st, all eggs will be received at the Kelley Block, back of Post Office.

M. G. Wilson and K. M. Elliott went over to Creston on Monday on business connected with the relations of the fruit growers there with the O. U. G.
A merry crowd of friends motored out to Trout Creek on Friday evening where they were entertained by Mr. and Mrs. Harold Smith, music and dancing being the order of the evening.

G. C. Benmore of the Occidental has been advised by his head office that all pools will be closed and growers paid in full on the 29th. He expects the Summerland cheques will reach him that night.
Mrs. J. S. Campbell and her two sons, Ian and Alastair, are leaving on Saturday to visit relatives in the Old Country and to attend the British Empire Exhibition at London. They expect to be away until fall.

The Summerland Poultry Produce Association will open their new office in the Kelley block back of Post Office on Saturday, March 1st. Deliver your eggs there on and after that date and receive the highest prices. 31L
A number of friends gathered at the Miller home, Trout Creek, on Friday evening, for a surprise party in honor of Lloyd Miller. The hours passed pleasantly in games and music, refreshments being served during the evening.

Women's organizations of the several local churches are preparing for their joint annual missionary meeting. A committee made up of the presidents of the Women's Auxiliary and the Women's Missionary Society of each church has been completing the program.
Mrs. Solly, Mrs. Wright and Mrs. Vaughan are delegates from St. Stephen's church attending the annual meeting of the provincial board of the Women's Auxiliary. Mrs. Solly left on Monday and spent a day at Grand Forks. The other ladies left here on Tuesday.

S. G. Davies was before the municipal council on Saturday asking for improvements to the sand hill east of Paradise Flat. He also asked for repairs to flumes and an extension of the domestic water service. Attention of the council to all these requests was promised.
Both east and westbound trains were delayed on Tuesday, the train from the Coast being about five hours late. The train from the coast was stopped by a slide near Myra, east of Kelowna and the east bound train ran out to this slide when exchange of passengers, etc., was made and the trains reversed.

Mrs. J. L. Ross, who with her little son, has been visiting her parents, Mr. and Mrs. G. I. Gray for several months, left this morning for her home in Winnipeg. She was accompanied by her sister, Mrs. Geo. Guy, who, after a stay of about two months in Winnipeg, will join her husband in Ottawa. Mr. and Mrs. Guy intend making their home in the capital city.

Mrs. Geo. Graham is leaving on Friday to visit relatives in Winnipeg.
If you want ice, phone 931. 31L
J. J. Blewett is moving his feed warehouse and offices across the street into the Ritchie building.

Mr. and Mrs. Lumsden are leaving Redlands, California, on Saturday and should be home about the 10th of March.

Packing of apples was resumed at the Co-operative building on Monday morning. This week about six carloads of apples will be shipped.

St. Andrew's Taxis boys held a supper last Friday evening. With over two dozen present the boys passed the evening eating and playing games.

Rev. W. A. Alexander, who has been confined to the house through illness for some time is now making good recovery and expects to be able to resume his pastoral work soon.

G. K. Devitt left on Saturday with a carload of effects for his farm near Coquitlam in the Fraser Valley. Mrs. Devitt and children will remain here for a time.

Mr. and Mrs. H. R. Vanderburgh returned on Thursday last from a honeymoon trip spent at Coast cities and have taken up residence in their new home here.

Rev. J. W. Litch, D.D., who has been conducting special services here in the Baptist church leaves today for Peachland, Kelowna and other centres in his extended field.

Notice is given in another column by Harry Thornthwaite of the inauguration of a motor passenger service between Trout Creek and Rialto Theatre by way of town and Peach Orchard.

Boy Scout Column
1st SUMMERLAND TROOP B. P. SCOUTS
Headquarters, The Gymnasium.
Scoutmaster, Capt. H. H. Creese.
Meets every Friday evening at 7.30 p.m.

On Friday, February 22, the Scouts met in the College gym for their weekly meeting. Scoutmaster J. Strother spent most of the evening teaching some of the junior Scouts a few of the elementary requirements of scouting such as knot tying. The junior and intermediate basketball teams spent some time in practice.

During the meeting it was given out that the Scouts and Cubs would meet in the Parish Hall Friday, the 29th, at a bean supper, but as we were unable to obtain the hall for this date it has been postponed till March 14. The Scout meeting will be held in the gym at 7.30 on Friday.
A SCOUT.
Both Were Wrecks

Two battered old wrecks were sitting on a bench on the common when one remarked: "I'm a man who never took advice from anybody."
"Shake, brother," said the other. "I'm a man who followed everybody's advice."

MAIL SCHEDULE.
For the convenience of our readers we give below the time of closing of all mails at the local post offices for dispatch by boat and train and also interchange between the two offices:
AT SUMMERLAND OFFICE.
For all points North, East and West —9 p.m.; Sunday, 6 p.m.
For Naramata, Penticton, South, Similkameen, Boundary and Kootenay—Daily, except Sunday, 6 p.m.
For Vancouver and Victoria—Daily, except Monday, 11 a.m.
For West Summerland—Daily, except Monday, 7.30 a.m. and 11 a.m.; Daily, except Sunday, 6 p.m.
For Rural Route—8.00 a.m. daily, except Sunday.
AT WEST SUMMERLAND OFFICE
For Coast Points—Daily, except Monday, 11.30 a.m.
For South, North and East—Daily, 5 p.m.
For Summerland Office—Daily, except Monday, 11 a.m.; and daily, 5 p.m.

FRUIT MARKETING

(Kelowna Courier)

Now that the fruit crop of 1923 has been safely gathered and stored, growers have a little leisure before the pruning season begins in earnest to consider market conditions and to think out suggestions for improvement of marketing methods, so as to secure a better return for their labor and outlays in 1924, hence the meetings which are being held and the letters which are appearing in the Okanagan press. It is an excellent thing that discussion has begun so early in the winter, as amongst the wealth of ideas surely something of permanent good to the industry will be evolved before spring.

Slaughter Sales.
While it is a little early to draw definite conclusions from the experience of the 1923 season, certain salient points seem to stick out like the traditional sore thumb. One of these is that there should be no more slaughter sales of fruit below the cost of production, whether for advertising purposes or for so-called stimulation of later buying. Of greater injury than even the financial loss inflicted upon growers is the effect upon consumers, who, when they have once bought fruit of fairly good quality at a low price, receive a totally wrong impression of a standard of values when asked to buy later at a considerably higher price, are prone to believe that they are being robbed and that the grower is making an undue profit. Purchasers of fruit in the cities know little or nothing of the cost of production, and it is only natural that they should be sceptical as to growers receiving 15 cents nett for crated fruit that has cost them four or five times that amount to produce. Such is not the way of commerce in the towns, and the manufacturer or dealer who pursued such methods would soon find himself in bankruptcy.

No fruit should be sold below the cost of production, otherwise the industry will surely perish. Better to keep it off the market, better to shake it off the trees and feed it to pigs than to make havoc of legitimate prices.
The Spread Between Grower and Consumer
The average consumer of fruit on the prairies is unable to understand why the fruit grower is not prosperous. Except for occasional opportunities to purchase from bulk cars or at slaughter sales, he ordinarily pays a high retail price for fruit in small quantities, no matter how cheaply the fruit may be sold at the point of origin, and he is not in a position to realize the tremendous spread that exists, what with costly handling and packing charges, freight, brokerage, wholesalers' and retailers' profits. And in many small places in the prairie provinces fruit is frequently unobtainable at any price. Thanks to the Associated Growers, distribution has been considerably improved this year, but much remains to be done to give every prairie consumer an opportunity to purchase all the fruit he wants. Those who have visited the prairies this past summer bring back tales of towns

where tomatoes were not to be had, while they were plentiful in the large cities, and others tell of similar experiences with apples and stone fruits. It seems fairly evident that present channels of distribution are not only too costly but are far from efficient. During the past two or three years it has become a convention to say that the prairie market can absorb only so many cars of apples—about two years ago the figure was placed at eight hundred, if memory does not deceive—but an improved method of distribution and giving the prairie consumer the type of fruit and package that he wants would bring about a large increase. When it is considered that the three prairie provinces—our natural market—have a population of nearly two millions in round figures, it should be possible to place there a much larger share of our apple crop than is the case at present. To increase consumption will entail drastic changes in present marketing methods, and some possibilities in this respect may be outlined.

Adapt the Pack to the Buyer.
There are several large cities on the prairies, but the bulk of the population is agricultural, and if the farmers can be induced to adopt fruit as a staple of their diet instead of a luxury, part of our problem will soon be solved. To do so, they must be enabled to buy fruit of good average quality at a reasonable price, in a convenient package devoid of unnecessary frills, paper wrapping and gaudy labels. The type of fruit described as "Orchard Run," minus culls, would fill the bill. For city trade, a certain proportion of fruit would have to be packed as Extra Fancy and Fancy.

The cost of producing a box of apples is reckoned in round figures at 80 cents, so that, to induce them to stay in the game, growers should receive not less than \$1.00 a box or, at the least, 2½ cents per pound. At such minimum price in the orchard, how is the consumer on the prairie to be insured an adequate supply of fruit at a reasonable price. Eliminate the Wholesale Middlemen
If the Associated Growers make a bold move and establish their own wholesale selling agencies, dealing directly with retailers, the cost of operating them should not be as great as the present method of selling through profit-earning brokers and jobbers. Yet, even if little was saved in this respect, the immense improvement in distribution by being their own distributors instead of being at the mercy of the wholesale trade in this regard would compensate in a great measure and, combined with economy of handling and simplification of packing and container, would make for success.

It does not seem at all feasible to dispense with the retailer in the chain of distribution. Without his aid, the task would be too great, the territory too large to cover by any one organization, and the selling costs—dealing in practically one commodity—would be too heavy in proportion.
This outline touches merely the fringe of the subject; it is a vast one, even without the export trade, to which reference has not been

made, and it would be possible to go into many details, but undoubtedly all phases will receive earnest consideration this winter, and it is unnecessary to elaborate now. But in all discussion it is to be hoped the objective will be kept clearly in view of bridging the wide gap between the prairie consumer and the grower, thus enabling the former to buy freely at a reasonable price and return-

ing the latter a living wage and some return on his large investment.
Who Thot of This?
A careful young feller named Beebee wished to marry a damsel named Phoebe,
But said he, "I must see
What the clerical fee
Be before Phoebe be Phoebe Beebees.

Get in on the early vegetable game
Even if you start with only the HOTBED—COLDFRAME
It means quick turnover and early money.
We are ready to supply you with FRAMES AND GLASS and all materials necessary for GREENHOUSES
Let us help you in your building problems
Harvey & Elsey
Woodworkers - Lumber Dealers
Builders' Material and Hardware

DO IT NOW!
Make Arrangements for Your Supply of ICE
DELIVERED TO YOUR DOOR IN ANY QUANTITY
OKANAGAN LAKE BOAT COMPANY LIMITED
DAY PHONE 16 NIGHT PHONE 13

WE PAY CASH FOR EVERY SHIPMENT OF CREAM
within twenty-four hours after arrival. Best prices. Express charges shared with long distance shippers.
Communicate with Kettle Valley Creamery Co., Grand Forks, R. H. WOODS, Mgr. 31L

BUTTER MILK PER CAKE .07 SOAP .07 PER CAKE .07
Pink and White
MALKIN'S BAKING POWDER, 2½ pound tin .90
Loganberry, Strawberry, Raspberry
PURE JAM, 4 lb. tin .79
Mixed BISCUITS and CAKES, per lb. .35
CLEANSER, per tin .10
WRITING PADS, reg. .25, special .19
SOAPFLAKES, per lb. .16
MAXINE ELLIOTT TOILET SOAP, per cake .10
GO TO THE GROCERTERIA FOR YOUR SEEDS
Summerland We Please Groceteria
PHONE 222

SUMMERLAND WEATHER REPORT
Below is a report furnished by the Dominion Experimental Station here for the week ending Tuesday:
Date Max. Min. Rain Snow S.S.
Feb. 20—42 27 0.2
Feb. 21—44 32 5.8
Feb. 22—46 28 5.0
Feb. 23—44 27 6.4
Feb. 24—48 28 2.9
Feb. 25—50 35 0.0
Feb. 26—49 34 . 0 7.0

listen in On a Radio
READ'S GARAGE
RADIO CONCERTS are being successfully received with our new ATWATER-KENT set.
COME IN any evening and hear some real music

