



The Summerland Review



DEVOTED TO THE INTERESTS OF SUMMERLAND, PEACHLAND AND NARAMATA

Vol. 11, No. 11. Whole No. 532.

SUMMERLAND, B.C., OCTOBER 11, 1918.

\$2.00, payable in advance.

Increased Rates For Telephones

S'land Telephone Co. Asking for Permission to Raise Prices

Amendment of Franchise will be Voted upon by Ratepayers

Permission to increase its rates is being asked for by the Summerland Telephone Co., and the matter will be put up to the ratepayers in the form of a by-law amending the franchise given the company by the municipality. During a special session of the Council on Tuesday afternoon, the president, vice-president, and a director of the company, H. C. Mellor, Dr. Andrew, and Wm. Ritchie, respectively, made formal request for permission to amend the monthly rental rate of the company to permit of a maximum charge of \$3 net for house phones and \$4 for business phones. President Mellor explained that the matter of increasing the rates had been under advisement for about twelve months. The company had tried to get along without making a change in rates but the great increase in the costs of material and other operating expenses made higher rates imperative.

Dr. Andrew reminded the Council that if the Municipal Act had permitted the local telephone system would have been from the first a public utility and, he said, rates would have been advanced before now. Mr. Mellor stated that the company hoped to get along with an increase of only 50 cents on house phones and \$1 on business phones.

The Okanagan Telephone Co. and other companies operating in the province, had increased their rates. The municipal clerk was instructed to prepare a by-law to amend the telephone company's franchise in accordance with the request, and the by-law will be voted upon at the same time as are the by-laws authorizing the irrigation work and the issuing of bonds for same. The Telephone Company was given permission to run a cable along the electric light poles on Shaughnessy Avenue.

Geo. Fisher Fell While Giving Aid to Wounded

Casualties of the Week Tell of Bitter Conflict

Early fears that George Fisher had been killed in action have been fully confirmed this week. The official notification of his death will have been sent to Edinburgh, Scotland, his former home, where three sisters reside. Mrs. Alex. Smith, another sister, learned from home this week that a companion had written to Pte. Fisher's sisters in Edinburgh telling of George's death. Keith Elliott, in a letter received here by his parents this week, also gave some particulars.

Pte. Fisher had been in hospital until a day before his death, judging from a card received from him by Mrs. Smith. Starting out in the early morning of October 2nd with other stretcher bearers, he came under very heavy shell fire. Pte. Fisher, along with three of his companions, went down, two of these being instantly killed, and the third wounded. According to his companion, "George lingered for half-an-hour or so in a semi-conscious condition, but did not suffer at all."

Friends in Summerland of Leighton MacLeod, son of Rev. A. W. and Mrs. MacLeod, have been informed that he has been wounded. Leighton has been with the R.A.F. in France, and has been flying but a short time. No particulars have yet been received. A short time ago his older brother Harry was reported wounded, but we are informed that his parents have since been advised that this was an error, it being another Harry MacLeod who had suffered.

Pte. H. W. Fiske, who enlisted from here, joining the 172nd, has been wounded in the right arm above and below the elbow, and is

Lower Prices To Consumers

Okanagan Retailers will combine Buying Powers

Will then have Big Advantage Over Mail Order Houses

Co-operation in buying in order to take full advantage of quantity prices or to obtain direct from producers at lowest prices is a policy that might be more generally adopted. The action last week of a number of Okanagan retail merchants in organizing in order to obtain their supplies at lowest prices so that in turn they may better serve their customers is one deserving every support.

The following report of the movement entered into by retailers, is taken from the Kelowna Courier:

The co-operation of the retail merchants of Kelowna and the Okanagan Valley with a view to lowering their buying costs, which will in turn enable them to reduce their selling prices and easily compete with mail order figures, was what was decided upon at a meeting of local merchants at a meeting held on Wednesday evening of last week. Mr. George Hougham, of Nanaimo, the secretary-treasurer of the Dominion Retail Merchants' Association, was assigned the task of bringing the Kelowna retailers into line with those in the other cities of the province and of the Okanagan Valley in particular. Mr. Hougham proved a fluent and pleasant speaker, and his arguments appeared to fall on anything but stony ground. The meeting here, which though small was fairly representative, speedily fell into line with the suggestions put forth by the visitor, which were that the Okanagan merchants should combine together in their buying, and then demand of the manufacturer prices on the goods they wished to buy which would enable them to undersell the large departmental stores and mail order houses, thus giving the consumer the benefit of reduced prices in many cases and aiding materially to reduce the cost of living. This not only applied to jewellers and druggists, but also to grocers, dry-goods, hardware, and furniture merchants and outfitters of all sorts.

In addition to this phase, which was perhaps the most interesting to the general public, there were numerous trade problems which could be handled in better shape by the joint action of retailers into one great co-operative organization. In Saskatchewan, which was the strongest organized province of retailers, they had already a membership of about 2,000 out of a possible 2,600. They had been pushed to take some steps there by the Grain Growers' Association as well as by the mail order houses, with the result that they had discovered that by organizing into a co-operative concern they found themselves the masters of the situation, able to break up the wholesale and jobbing rings which were holding up prices. They had chosen barbed wire as their first line of competition, and had found that by co-operative buying they had easily left their mail order competitors in the background. Other commodities had speedily followed.

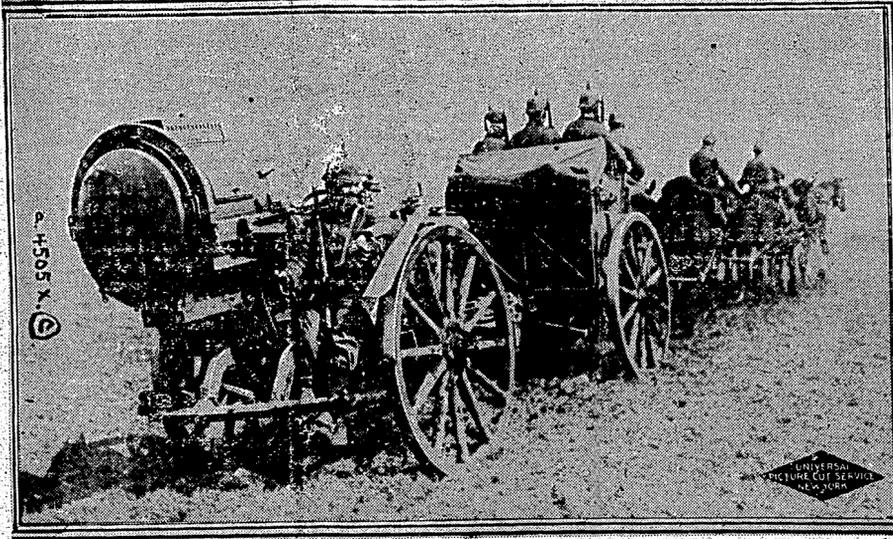
Many other matters of interest only to the retail trade were discussed, after which it was decided that a meeting of the Retailers' Section of the Board of Trade should be called in order to present the facts to those local retailers who were not present. In the meantime, several business men announced their intention of joining the association without further delay, in order that prompt co-operation with neighboring cities could begin without hindrance.

now in hospital in England. In a letter to F. G. Barnard, Pte. Fiske says that he does not expect to recover the use of the arm. He hopes to be leaving shortly for Canada.

Word has been received here that Murray Cochran has been killed in action at the front. Murray will be remembered by many of our citizens as a student at Okanagan College and a prominent athlete. His activities, especially as a basketball player, will be recalled. Many of those who played in the basketball team with him have also enlisted.

The sad intelligence reached Mrs. O. E. Tomlin of Kelowna on Wednesday that her son J. C. (Charlie) Tomlin had died from wounds. It is not many weeks since the husband and father was found dead on the boat which he operated on Dog Lake.

A Modern Means to Destruction



A search light as employed by Germany. Used frequently in making their night attacks. They will now need more of them to guard against surprises during their now extensive and hurried retreat.

Will Invest Sinking Fund At Big Profit

Municipal Finances Reflect Increased Prosperity of Citizens

Not for some years have rates and taxes been paid into the Municipal Office as well as they have this season, and never in the comparative brief history of the municipality has as much money been received from taxes and rates on public utilities. Early this month the municipality had about an even \$20,000 on hand, according to Collector Pollock.

At Tuesday's meeting of the Council it was agreed that \$10,000 of this money should be placed to the credit of the Sinking Fund. It was further agreed that advantage be taken of a recent offer of a Toronto brokerage firm which holds a considerable block of Summerland debentures, to take something over \$12,000 of these at a price of practically an even eighty. By such a deal, it was pointed out by the Treasurer, the Sinking Fund could be further increased to the extent of a little over \$2,000, which would be the profit made on the transaction. Sinking Fund monies to the extent of \$10,000 will be used to purchase these bonds.

discussed, after which it was decided that a meeting of the Retailers' Section of the Board of Trade should be called in order to present the facts to those local retailers who were not present. In the meantime, several business men announced their intention of joining the association without further delay, in order that prompt co-operation with neighboring cities could begin without hindrance.

Fined For Illegal Fishing

Two fines were imposed recently by Mr. R. H. English, J.P., for catching fish illegally. The charges were laid by Fisheries Inspector G. N. Gartrell. In one instance a well-known resident of Trout Creek Point pleaded guilty of catching kickaninnies with a net in the creek. The other was laid against a Jap who had been using a gaff and a lantern to attract the fish. \$5.00 fine and costs were paid by each.

We are informed that at least one other charge is to be entered for local illegal catching of kickaninnies. The use of traps, nets, or gaffs is prohibited. Under certain restrictions nets may be used in the lake, but a license must first be obtained.

Worms Destroy Thousands of Cars of Apples

Seattle.—Hope of lower apple prices vanished with authentic advices from Eastern Washington that worms, developing late in the season, had cut 4,000 carloads of apples off the market. Both Wenatchee and Yakima Valleys are affected, and extra fancy fruit in Jonathan and other standard varieties have dropped to the minimum. The local market was stronger, but decided reaction had not yet set in.

Approximately 1,000 cars of Winesaps will be cut off by worms, it is estimated. Opening apple prices were sufficiently high to prevent any radical inroads in the market here and reaction from the shortage may not occur for several days.

High Prices For Apples Predicted

Americans Withdrawing Prices to Prairie Buyers. Crop Short

The apple market on the prairies is beginning to take form, according to J. A. Grant, Fruit Markets Commissioner for B.C. Of the apple situation as at the end of last week Mr. Grant says:—

Prices for Washington C grade have all been withdrawn, excepting in a few isolated cases. Prices from now on are expected to range from \$1.50 to \$1.55 per box for C grade f.o.b. shipping point. The increased demand and the decreased estimates of crop are responsible for this condition. Okanagan crop reports Macks under the estimate, and several cancellations of them have already been made. Prices are firm and may advance. The prairie jobbers are receiving quotations on Nova Scotia apples, all grades, in barrels, with 60 per cent. No. 1, at \$4.00 to \$4.50 per barrel, according to variety, these are being sold in considerable volume owing to the advance in C grade and lack of quotations from B.C. Dealers in Nova Scotia are only sparing for an opening, as they have not bought the bulk of the winter apples from the growers as yet.

Considerable interest is being shown in the winter apple deal in Saskatchewan and Manitoba, but Alberta is still passive.

The U.F.A. have bought a large block of apples of the big "Y" brand, and have been fortunate in securing confirmation before the recent rise. This concern gave B.C. the first chance at the plum, but our firms did not see the wisdom of placing so large a block of apples at one time in one place.

There is a demand for quotations of staple varieties in grade 1A Spitzs and Spies, in grade 1B Wagners, Romes, etc. The prairie jobbers fight shy of little known although good varieties such as Mother, Ribstone, Greening, Belle Flower. Even the Grimms Golden has not reached the popular stage, while admitted to be one of the best.

Lord Shaughnessy Resigns

Lord Shaughnessy has resigned the presidency of the C.P.R. in favor of E. W. Beattie, according to a Montreal press dispatch. Mr. Beattie was one of the vice-presidents, and formerly chief counsel of the company. Vice-president Sir George Bury is retiring on account of ill-health, and is being succeeded by Mr. Grant Hall who until now has been at Winnipeg in charge of the western part of the system.

Council Authorizes Housing

Will Erect Buildings to Accommodate Workmen

Receiving Enquiries for Municipal Real Estate

Inquiries regarding the purchase of several orchard properties now held by the municipality were reported by Coun. Campbell, chairman of the Properties Committee, at a meeting of the Council on Tuesday. The councillors agreed that the fairest way for all would be to put these properties up for public sale, asking for bids, and the clerk was so instructed.

J. J. Mitchell, in charge of irrigation construction work, was authorized to erect temporary buildings above the reservoir to accommodate a crew of Japanese workmen. Mr. Mitchell complained of not being able to get enough men to hurry the work on the Garnett Valley dam as fast as he would wish. He hoped to get additional help almost immediately from among men who have been working on fruit ranches. He has already much of the material on hand for the work which he has undertaken. Mr. Mitchell was urged to use every possible effort to get necessary men and to rush the work with all possible haste, and was promised by the Reeve every possible assistance the council could give.

The municipality's storage record on Canyon Creek is not yet complete, and the Water Rights Branch has written asking for engineer's plans and particulars as to the capacity of the dam, area covered, etc., in order that the record may be made complete.

Coun. Simpson described the present method of supplying water to Paradise Flat during the winter as a wasteful one, and suggested that a larger engine be installed. The Public Works Committee admitted that the present method was unsatisfactory, and it was agreed that the committee should look further into this matter.

Permission to erect a fence temporarily outside his lot line while a hedge is growing was given E. F. Sanborn.

Million Dollars Is Quota Set For District

Plans Progressing for Big Victory Loan

Of the twenty-five million dollars allotted to British Columbia as her share in the coming Victory Loan, District No. 9—the Okanagan and Similkameen—is expected to raise one million dollars. The sum to be raised all over Canada is three hundred million dollars. Though described as the second Victory Loan this is the fifth war issue of the Canadian Government.

Organization work throughout the Okanagan has been practically completed by District Organizer W. T. Shatford, and the various local organizations are now preparing for the big drive. Mr. Shatford has found the people of the Okanagan ready and determined to make the campaign a complete success.

Speaking generally the quotas to be raised by the various units in the district are the same as the amount obtained in the campaign of last year, but will be finally set after Mr. Shatford has visited the various units of the Similkameen.

Last November, during the three weeks period, approximately four hundred and eighteen million dollars were raised, though the amount asked for was only three hundred million. It will not be surprising if, when the lists are closed, five hundred million dollars will have been subscribed by the citizens of Canada to what is confidently expected will be the last Victory Loan.

The Naramata Fruit Union packing house has been equipped with a grader which is greatly facilitating the handling of the increased output of that packing house.

What Is Thrift?

Before you can practice a virtue you must know what it is. When we speak of thrifty people we are apt to picture them as living on cheap food, in cheap quarters, wearing shabby clothes, having little or no pleasures, and saving every cent possible. But that is not thrift—far from it. Thrift is a greater virtue than the mere saving of money. Don't forget that.

The prudent man looks ahead and gets ready. The frugal man lives carefully and saves persistently. The economical man spends judiciously, buys wisely, and wastes nothing. The industrious man works hard and saves hard; the miser hoards; but the man of thrift earns largely, spends wisely, plans carefully, manages economically, and saves consistently. Thrift is all of prudence, economy, frugality, and industry—and "then some." Thrift is that instinct of the dog that buries the bone he doesn't want for to-morrow's wants; the instinct of the squirrel that knows nutting is out of season in winter.

—W. H. Kniffin, Jr.

The Summerland Review

PUBLISHED BY THE REVIEW PRINTING & PUBLISHING COMPANY LIMITED,
RALPH E. WHITE, MANAGING DIRECTOR

SUBSCRIPTION RATES: \$2.00 PER YEAR, IN ADVANCE. SIX MONTHS \$1.00.

Advertising Rates:

LEGAL NOTICES.—Twelve Cents per line for the first insertion: Eight Cents per line for each subsequent insertion.

LAND NOTICES.—\$7.00 for 60 days, \$5.00 for 30 days.

WATER NOTICES.—80 days, 150 words and under, \$5.00; each additional 50 words, \$1.00.

THEATRICAL, ETC.—50c. per inch for first insertion, and 25c per inch each subsequent insertion.

LOCAL NOTICES or Readers, Immediately following regular locals, 20c per counted line; 10c per line each subsequent insertion. Half these rates when accompanying display advertisements.

LOOSE NOTICES Etc., 25c. per week, per column inch.

FOR SALE Advertisements, Etc., 2c. per word first week; 1c. per word each subsequent week.

Transient Advertisements payable in advance.

Rates for Contract Advertisements furnished on application.

Copy for change of contract advertising must be in the hands of the printer not later than Tuesday noon to insure publication in the next issue.

FRIDAY, OCTOBER 11, 1918.

IT IS RARE THAT SUCH GENERAL SUCCESS attends any public policy as that which has marked the adoption of prohibition in this province.

Apart from the moral aspect, which admits of no dispute, the economic benefits that have come from the suppression of that economic parasite, the saloon, have been tremendous. Business men throughout British Columbia have no hesitation in saying that most of the prosperity now enjoyed is due to the overthrow of a wasteful and extravagant traffic.

Even those who opposed prohibition most hotly two years ago profess themselves converted by the success that has followed its adoption.

Military men, bankers, shipbuilders, traders, labor leaders, indeed every class in the community is satisfied that prohibition has definitely come to stay, and that under it, as the law-breaking element is brought more and more under control, the new generation now growing up will know the liquor traffic only as an evil memory.—Vancouver World.

§ § § § §

UNITED STATES CITIZENS living in Canada of the ages 21 to 30 inclusive, have been required to register with the Registrar under the Military Service Act of the district in which they live, according to official notice published in our last issue, and which came to hand too late for comment. Americans living in Canada, of the ages 19 and 20, and from 31 to 44 inclusive, married and single, must register during the ten days next following October 12th. This includes those who have already received diplomatic exemption or have registered with an American Consul, or for military service in the United States.

§ § § § §

ALL MEMBERS OF CLASS I, who have been given exemption as farmers, and whose exemptions are expiring, and who wish to remain exempted, are required to communicate with the registrars of their respective districts. Official notice of this was published in our last issue, but the order for publication was received too late to permit of comment. The authorities are apparently desirous of retaining all the farmers whose efforts will directly contribute to the national food supply. In order to facilitate production during the winter months men exempted as farmers are asked to apply to the registrars for permission to engage for the winter in some occupation of national interest such as lumbering, munition work, etc.

§ § § § §

AN ADVERTISING MAN of wide experience and of excellent observation ability says that it is fifty per cent. easier now to interest people by advertisements than ever before. There are many reasons that would quickly suggest themselves for this increased value of advertising to the merchants. Higher prices are conducive to more careful buying. The greater difficulties experienced by merchants in getting satisfactory lines is causing the buying public to watch the announcements of those merchants for goods of the kind and quality nearest to that which they desire. Another reason is the general increased prosperity of the buying public, and not the least is the fact that readers have learned in the last few years that publishers have ceased to keep their advertising columns open to all who pay the price, but are giving careful attention to keeping out undesirable and fraudulent advertisements.

Hotel Summerland

Overlooking the Beautiful Okanagan Lake

MEALS at usual Hotel hours.

Good Cuisine - Good Service

We aim to cater for the public, giving the best possible service, and to make our guests comfortable and contented.

Mr. & Mrs. J. Downton

HIRST'S PAIN EXTERMINATOR

DON'T SUFFER PAIN—BUY HIRST'S! and be prepared against attacks of rheumatism, lumbago, neuralgia, toothache and earache. Equally effective for relieving swollen joints, sprains, sore throat and other painful ailments. For over 40 years a family friend. Don't experiment—buy Hirst's—always have a bottle in the house. Has a hundred uses. At dealers or write us. HIRST REMEDY CO., Hamilton, Canada.

More Thanks For Good Time Enjoyed Here

Further expressions of appreciation and thanks for the entertainment given the delegates to the convention of the Union of B.C. Municipalities at the Summerland Experimental Station by the Municipal Council and citizens of Summerland were read during a special meeting of the Council held on Tuesday afternoon. One was from the Municipal Council of Penticton, the other from the Council of the District of Burnaby, and are reproduced here:

Penticton, B.C.,
October 2nd, 1918.

To the Reeve and Council,
Summerland, B.C.

Dear Sirs,

I am directed by the Municipal Council of the Corporation District of Penticton to tender to the Municipal Council of the District of Summerland, and through them to the citizens, the thanks of such body for the valuable assistance and co-operation which you and they accorded in entertaining delegates attending the recent Union of British Columbia Municipalities Convention at Penticton.

Yours truly,
B. C. BRACEWELL,
Municipal Clerk.

Edmonds, B.C.,
October 4th, 1918.

His Worship the Reeve,
Summerland, B.C.

Dear Sir:—

I am directed to convey to yourself, to your Council, and to the good people of your District, the thanks and appreciation of this Council for the hospitality extended to the Delegates who attended the recent U.B.C.M. Convention at Penticton.

Yours truly,
ARTHUR G. MOORE,
Clerk.

State your needs in
'THE REVIEW'
'WANT' Column.

"The Passing of A Great Crisis."

The service in the Lakeside Church last Sunday evening was one of more than usual interest. Rev. A. Henderson taking for his subject, "The Passing of a Great Crisis," reviewed in a most interesting and instructive manner the development of the military spirit of Germany, explaining how the national ideals had become directly opposed to the spirit and teachings of Christ.

Special music was given by a large choir, and in two solos Miss Evelyn Brown sang, in a most effective manner, Col. McCrae's "In Flanders Field," and the recently published answer by America to the Canadian poet's appeal "Take Up Our Quarrel With The Foe." A violin solo, beautifully rendered by Miss Walker, was another appropriate item of the evening's services.

Pickling Business Has Bright Future.

The production in this province of pickling cucumbers and of other vegetables such as are generally used in pickling factories has frequently been strongly advocated. Of the development of this branch of farm industry Coast Markets Commissioner Abbott says:

We believe our dreams of a few years ago to the effect that British Columbia would eventually become a great pickle producing province are likely to come true. No province in the Dominion has any better market opportunities, and our climate is well suited for the production of cukes, cauliflower, tomatoes, cabbage, etc. The production of this class of stuff, for the pickle factories alone this season will run well over three thousand tons. This is a good starter, as it is only during the last two years that any real live interest has been taken in this by the growers. We have watched with great interest the growing of pickling cukes on the Lower Mainland during the past two seasons, and believe with little experience growers can make this a very profitable crop.



Let Music Brighten the Lives of Your Children

Let them grow up in an atmosphere of good music. Let their appreciation of the beautiful things of life be developed by good music.

Let them receive the indelible imprint of culture and refinement through the medium of good music.

While the young minds are open to receive such impressions, begin their musical, and higher, education with

The NEW EDISON "The Phonograph with a Soul"

This wonderful instrument brings the world of music into your home; re-created by the world's greatest artists. No matter where you live, your children can have the same musical advantages as though living in the great cities during the height of the musical season.

The New Edison does not merely imitate. It re-creates. No human ear can distinguish artist from phonograph. The famous Edison tone tests have proved this, not once, but more than 1500 times.

Start the Children's musical education to-day, by bringing them here, and letting us play a program of charming music that will be as enjoyable for you as it will be delightful for the little ones.

Summerland Supply Co. Ltd., Summerland, B.C.

NEW NIGHT RATE

BETWEEN the hours of 7 p.m. and 7 a.m., you can talk over our Long Distance Lines for SIX MINUTES at the regular three minute day rate.

By this means you will have double the usual time for your conversation with no increase in cost.

Summerland Telephone Co. Limited.

Summerland Garage

The New 1919 Models of the
CHEVROLET.

ARE NOW OUT.

Let us make you acquainted with these excellent Cars.

We have in stock a nice line of

Motor Driven and Hand Horns.

Front Wheel Roller Bearings for Ford and Chevrolet 490.

Veedol Oil. Wolf's Head Grease.

McLaughlin Service

Notice to Fruit Growers

The Summerland Fruit Union houses will not be open for the receiving of Fruit on Monday Next, Thanksgiving Day.

(By Order).

Motor Service.

If You Want To Go **Anywhere** Any time, On Us. Call

We have added a Motor Car to our equipment, and are always at your service. Rates moderate. Car meets all Eastbound Trains at K.V.R. Station, W. Summerland.

PHONES Garage - 41, Residence - 051.

Pioneer Livery Stables

R. H. ENGLISH, Proprietor.

THE PURCHASE of One Thousand Dollars worth of Goods from your own town or your own country, instead of purchasing outside, means the addition of one person to your town or country instead of supporting him abroad.



Fellow Canadians!

YOU who spend as much or more on your enjoyment—who indulge in as many of the good things of life as you ever did—you who buy what you want to, eat what you fancy, go where you please—who deny yourselves nothing—how much real thought do you give to the winning of the war?

"You know what we have to put up with. Do you think we could stand it all—the homesickness, the untold misery, and the terrible fighting—if we dreamed 'over there' that you were trifling with this war, that you were spending money on frivolous things?"

"Don't you see that every time you spend a dollar on a thing you don't really need you are using the labor of a man who should be either fighting or making something that will help us—your soldiers—to fight?"

"Oh, you chaps with money in your pockets and comfort in your homes and love of ease canker your souls,—if you could know as I know all that war means, you'd stint yourselves down to the barest necessities, so that Canada's money and Canada's material and Canada's labor could all go into guns and shells and equipment for our boys in France to fight with!"

Published under the authority of the Minister of Finance of Canada

21

O. ATKINS

STORAGE BATTERY SPECIALIST,
SUMMERLAND

Building Materials

We now have a COMPLETE STOCK of Everything You Need in this line:

Pine and Fir Siding
Cedar and Pine Shiplap
Trimming and Finishing
Material Always in Stock.

Phone 28

WM. RITCHIE.

Call up "THE LIVERY"
WHEN IN NEED OF
Team-work of any kind

(Terms: 80c. per hour, \$3.00 per day).

Freight and Express carried from K.V.R. Station.
Moderate Charges.

G. R. Hookham & Co.

ALBX. SMITH, Manager - - - Phones—Office: 18. House: 588

Economy That Is Blindfolded

Registered in accordance with the Copyright Act.)

ARTICLE No. XXIII.

When you come to think of it, isn't it funny how many men and women go it blind—play a sort of commercial "Blind Man's Buff" with their money?

This is a game the big city department stores are constantly striving to keep going. They spend millions every year in training people to get into this Big Game—and of course the public pays back these millions with compound interest. They MUST, or the catalogue parasites wouldn't be able to keep going—and growing.

They get people in the HABIT of this "Blind Man's Buff" game—blindfolded economy.

Of course, you don't HAVE to do your shopping blindfolded unless you want to—you don't HAVE to fall for the big fellow's bait.

Besides that, it's a mighty dangerous game for US to play in OUR community. If we continue to play it, and get a majority of our people enmeshed in it, we will soon find out that we have been blindly DIGGING OUR COMMUNITY GRAVE. It really isn't a fair game either to ourselves or our community. It isn't fair to the local merchant. He is working with us, co-operating and helping in no small degree to the upbuilding, sustaining, and improving of all our HOME INSTITUTIONS. He is fair to US; let us be fair to him—and fair with ourselves. All that any home merchant asks is a fair chance. Surely he's entitled to that. He's entitled by every rule of logic to a FAIR chance and a FIRST chance.

PRICE VERSUS QUALITY.

Despite the enlightenment of the age, it is astonishing how many people are still unaware of the two outstanding TRICKS that keep the big catalogue houses furnished with new customers and get a good many "repeaters" besides.

Trick No. 1 constitutes the heavy featuring of a few "leaders" in their gaudy, enticing catalogue. These leaders tempt many people,

chiefly the women, we regret to say, to buy a big bill of goods. You may get even a good bargain on some of the heavily featured articles, but you pay dear enough for them, you may be sure, with the stiff jolt you get on the remainder of the order—and 99 per cent. of the catalogue patrons order extravagantly heavy once the Big Blindfold Game gets to the habit stage. THAT'S WHY MAIL ORDER MAGNATES ARE MILLIONAIRES—men who have a large voice in our government halls.

Trick No. 2 is an obvious one, but one that is also overlooked by the people who send away.

To give you a better grasp of the meaning of this Trick No. 2, we will ask a question: "How many times have you ever seen the big mail order houses advertise standard makes of goods?"

It is but very rarely such goods are advertised, and where they are you can invariably get them just as cheaply at home.

No, friends; inferior quality, and what the trade calls "seconds," are a chief mainstay of the catalogue house.

No matter what arguments you use, you are always better off by being a consistent patron of the home dealer. No man or woman who habitually sends abroad for their goods ever saves a dollar in the long run. It's impossible—the tricks of the mail order house won't let you. But they are subtle and cunning.

CHARGE OF THE TANK BRIGADE.

(Shade of Tennyson, forgive!)
Half a league, half a league,
Half a league onward,
Move like the scythe of Death,
Tanks by the hundred.

Boche bullets harmless glide,
Down from their metal hide,
While from that steely Hell
Showers of shot and shell
Volley'd and thunder'd.

Was there a Boche that stayed
To see how they were made?
Not when each Fritzle felt
His hours were numbered.

Theirs not to peek and pry,
Theirs not to wonder why,
Theirs but to sprint, or die,
Straight for Berlin they fly,
Huns by the hundred.

Tanks to the right of them,
Tanks to the left of them,
Tanks back and front surround
Fritz, Hans, and Herman.
Rolling the wires, straight
Onward they navigate,
Crushing each creature that
Smells like a German.

What is that yellow streak
In the dim distance? Speak!
Is it a circus freak?
Has nature blundered?

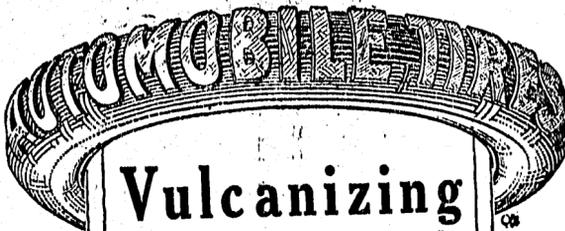
Hush! 'Tis the kaiser's kin,
Trying to follow in
Vain his retreating chfn.
Small blame you wondered.

Honor the Tank Brigade!
Honor the fleet that made
Every last Boche afraid
Prussia was under'd.
End all this sin with them,
Help us to win with them,
On to Berlin with them!
War Lord, who blundered!
—V. S. Owens.

Fall Plowing Kills Destructive Cut Worm.

"The destructiveness of the cut worm has not been so evident for years," declares Mr F. Abraham, chairman of the Home Gardens and Vacant Lots Section of the Canada Food Board. "An early season to some extent minimized the cut worm loss from this pest. The time to attack the cut worm is in the fall, if next year's ravages are to be controlled. The eggs of this worm are laid in the autumn, and if, after all the eggs are laid, the ground is well broken up or plowed, the larvae will be so deeply buried as to destroy ninety-five per cent. of them.

"I strongly advise," he added, that every available foot of town land be plowed this fall. During the winter there will be plenty of time to organize for planting it in vegetables, or even cereals, but get as much fall plowing under way as possible. Cities and towns are the only available source of surplus labor, and every ounce of food will be required."



Vulcanizing

Retreading and Section Work
a Specialty.

We Repair Anything in Rubber

ALL WORK GUARANTEED

Save Your Old Tires:
They are valuable for Rollers.

Penticton Tire Hospital

NEXT TO EMPRESS THEATRE

When in Vancouver put up at
Hotel Dunsmuir
Vancouver's Newest and
most complete Hotel -
260 ROOMS - 100 with Private Baths.
EUROPEAN PLAN \$1.00 per day up
Electric Auto Bus Meets all Boats
and Trains free.
Cor. Dunsmuir and Richards Sts.

J. R. BARCLAY
Practical Painter
and Decorator
Special attention to Interior
Decoration.
Color Schemes and Estimates Free.
PHONE 322
Office—West Summerland

Your patronage respectfully solicited.

The undersigned is now conducting in his own name the business which he has been managing for
MR. J. R. CAMPBELL.

A full stock of FRESH and CURED MEATS and Fish will be carried, and every effort made to maintain a good service. Your orders will be appreciated.

J. DOWNTON.

Don't Take

a chance on making yourself susceptible to

Spanish "Flu"

should it unexpectedly appear in Summerland

WET FEET are particularly dangerous just now. Guard against this by being ready for the rainy days with Waterproof Footwear. We have just received a consignment of

RUBBER FOOTWEAR

For Men, Women & Children

Will be glad to have you CALL and be FITTED

A. B. ELLIOTT

The Man who
Saves You \$s

Summerland and West Summerland

ANNOUNCEMENT

THE PRINTERS ARE NOW AT WORK ON

WRIGLEY'S

BRITISH COLUMBIA DIRECTORY

Compiled and Printed in British Columbia—Endorsed by B.C. Government, Boards of Trade, Manufacturers' Association and other bodies.

IN FIVE MAIN SECTIONS

BRITISH COLUMBIA YEAR BOOK—One hundred pages of official data, covering Agriculture, Lands, Timber, Mining, Fisheries, Shipbuilding, and Public Works, prepared by the various Departments. This section will cover fully the development in British Columbia.

GAZETTEER, describing over 1,900 cities, towns, villages, and settlements within the Province, showing location, distance from larger points, how reached, and by what lines, synopsis of local resources, population, etc.

ALPHABETICAL DIRECTORY of all business and professional men, Farmers, Stock Raisers, Fruit Growers, etc., in all towns and districts.

CLASSIFIED DIRECTORY of Manufacturers, Retailers, Producers, Dealers, and Consumers, listing all products from the raw material to the finished article.

TRADE NAMES AND TRADE MARKS—A list of popular trade names alphabetically. If you want to know the manufacturer or selling agent of a trade-name article, look up this section.

INCORPORATED CITIES—All gazetteer information in the Directory of the incorporated cities of the Province will be prepared by either the City Council or the Board of Trade, thereby official.

ADVERTISING BRITISH COLUMBIA—It is necessary to continue to advertise British Columbia outside of the Province, in order that tourists and settlers will continue to come. With this aim in view, a copy of the Directory will be placed in the leading Libraries and Boards of Trade throughout the Canadian Prairies, Eastern Canada, the United States, and abroad. The Directory will be used by prospective tourists and settlers as an official guide of the Province. The subscription price of the Directory is \$10, express paid.

Address your order to

WRIGLEY DIRECTORIES, LIMITED
210-212 METROPOLITAN BUILDING VANCOUVER

VISITING
CARDS

Thick LINEN Fabric
— Latest — Stylish — Artistic —

"REVIEW"
Offices.

Peachland Doings

A Weekly Chronicle Furnished
By Our Local Representative.

Mrs McLaughlan was a passenger north on Thursday morning, returning in the evening.

Mr McGregor of Kelowna made a short business call in town, coming in on Thursday evening's boat and returning on Friday morning.

Mr and Mrs C. J. Kay of Vancouver, who have been visiting here with Mr Kay's parents and sister, Mrs W. Dryden, left on Thursday evening's boat to return to Vancouver.

After spending a few days' visit with friends here, Mrs Aides and children left on Friday morning to return to their home in Coronation, Alberta.

Master Jack Hamilton spent Friday of last week in Kelowna, returning in the evening.

Mr D. J. White returned to his home here on Friday morning of last week, after having taken in some little country in his travels since leaving here. He spent a time at Lake Louise on the main line, working for the company there; after that going down to the Coast, and then on up the coast to Queen Charlotte Islands, where he remained till leaving there just now for his home-coming. He was employed by one of the large concerns running a spruce mill with several camps for getting out special timber for airplanes. The mill is being supervised by the man who invented the machinery for cutting the special timbers, and is the only one of its kind working successfully in Canada. Mr White reports some sights in the matter of getting out large timber, and says there is a vast difference between the way they get out timber there and the way we do it in these parts: They take out whole trees in one piece totalling several logs such as we have here, and getting them out of the bush by means of large cables strung in the air from high trees.

Weston Winger came in on Saturday morning's boat, having returned to take up work here. He is at present teaming for Mr S. N. Cutbill, as also is Vernor Winger.

Mr Blennerhasset came in on Saturday night for a short visit and to look after his property here.

Mr Ed. Fulton came in from Kelowna on Saturday night to spend Sunday here with his brother and sister-in-law, returning again on Monday morning.

Mrs Reid is enjoying the company of her father and mother who came in on Saturday of last week.

En route to Vancouver, where they expect to spend the winter, Rev. Mr Hogg and his daughter, Miss Hogg of Winnipeg, came in this way and stopped off to visit with Mr and Mrs R. J. Hogg.

Rev. H. A. Solly of Summerland was a passenger arriving on Saturday night's boat.

A gang went out on Tuesday of this week under the supervision of Mr McGregor of Kelowna, to commence the work of extension on the North Fork dam, to ensure our irrigation supply for next year and

years to come, we hope. Mr S. N. Cutbill has been given the contract of hauling the goods and material for the camp and work.

It is like old times to see Miss Kathleen Henderson in town again. She is enjoying a month's holiday with her father, Rev. A. Henderson of Summerland, and is spending a portion of it here.

Mr McGregor of Kelowna came in on Monday evening's boat, having been employed by the municipal council to take charge of the work on the extension of the dam on the North Fork.

Mr Biggar of Kelowna was a visitor in town this week, coming in on Monday night's boat and returning the next day.

Miss Hilda Winger came up from Pentiction on Tuesday morning to spend a few days of this week at the home of her parents here.

Mrs W. B. Sanderson and Master Billy were passengers to Kelowna on Tuesday of this week, returning in the evening.

The regular meeting of the municipal council was held on Thursday night of last week, the principal business transacted being the employing of Mr Angus McGregor of Kelowna to take charge of the work on the North Fork dam. Mr McGregor was present in person, to confer with the council.

Mr Jas. Michael having recently gone to the Coast for a time, Mrs J. Hyde has moved into the Michael home, and will remain there and take care of Mr Robert Michael, whose health is at present not the best.

The local Fruit Union output is approximating a car a day these days, and the apples still piling up.

Mrs W. B. Sanderson received word this week by a telegram from Mr Sanderson's father, to the effect that Billy had been wounded. The report did not state as to the nature of the wound, and it is hoped that it is not a serious one.

Mrs Topham has had a letter from Mr Topham telling her that his wound is not a very serious one, and that he classes himself lucky compared with many of his comrades.

A meeting was held on Tuesday evening in the council chamber for the purpose of meeting Mr Shatford, organizer for the new Victory Loan Campaign. Unfortunately, everyone being busy, there was a very small attendance. Preliminaries for the work were arranged. Further particulars will be given next week.

The regular meeting of the School Board was held on Monday of this week.

When the Boys Come Home

As far as we in America are concerned, we might be pardoned if we thought it was a pretty good old world as it was, and that we were not in need of such an awakening as the hideous horror of this war has brought about.

Let us clear our minds of error. And let us thank God that we have been prevented from falling into conditions toward which we were drifting fast enough.

When our boys come home again, no longer boys, and we shall meet the knowledge they have gained, while they were away, you may be sure America will be a better America than it has ever been before. It shall be a new world for us, also.

It is not likely, for instance, that we shall soon depart from these lessons in saving and thrift that we have learned through the war. We had become, hardly without knowing it, an extravagant people. We look back on it now with something like horror.

The social parasite, the idler, and the trifler, had become such common features of life that we had begun to pay no heed to them. They have gone, and they must never be permitted to return.

There was too much mouthing everywhere; nobody can deny that. Every wild theorist, every rattle-brained faddist, every freak that had an "ism," found snug quarters and ready hearing among us. The stern business of war will surely put an end to these inanities.

Socialism will have a hard time surviving the murder of unhappy Russia.

Only the hand of God, laid upon us through suffering and sacrifice and blood, could have saved us from much that menaced our souls and sucked like leeches at our hearts.

Most of all, however, and best of all, let us rejoice that in the new world in which we are to live, religion, above all things else, will come to its own.

In the wars of the past, religion has been the greatest sufferer. In this war it has made greater progress than it has made in any thousand years of peace.

A new world without religion would be worse than the world has ever been in the past. The people who lived in it would live in moral death. There could be no real joy in it though its streets were paved with gold. For, when you take God out of a man's heart, you take the throb out of it and its faculty to be glad. Search the highways of the ages and you will find that they who were lonely there, and hopeless, were those without religion.

And, let us pray God that it will be true religion, free of bigotries and hate and strifes.

This is the kind of religion that they will bring home with them—foot and dragoon, soldier, sailor, and marine who ground the Hun to dust and made safe for liberty the four corners of the earth.

Boy Scout Column

SUMMERLAND TROOP BOY SCOUTS.

O. F. Zimmerman, Scoutmaster. Headquarters, College Gymnasium.

Meets every Friday evening at 7.30 p.m.

Lions Orderly Patrol for month.

The meeting was called last Friday at the usual hour. After roll call Scoutmaster Zimmerman gave the boys a smart half hour of drill. Then we had a game of basketball, with Mr Zimmerman as referee, while the smaller boys boxed and wrestled in the office downstairs, to which we have succeeded in getting the electric light connected. By next night we hope to have the room on the opposite side connected which we propose to have as our library. We are getting quite a nice collection of books from each Scout and outside friends. We shall always be grateful to anybody who contributes books to our library.

The meeting was dismissed for the first time by the buglers.

Review Want and Sale ads. give Good Results.

Between restless days and Arabian nights the flying Turk hardly knows which way to look when the sun goes down.

KETTLE VALLEY RAILWAY

TIME TABLE

— WEST BOUND —
MONDAY, WEDNESDAY & FRIDAY
No. 3, West Summerland - 8.43 a.m.
Arrive Vancouver - 10.05 p.m.
[Local from Pentiction to Vancouver].
No. 9, West Summerland - 9.33 p.m.
Arrive Vancouver - 10.15 a.m.
[Through Train from Nelson]

— EAST BOUND —
TUESDAY, THURSDAY AND SATURDAY.

No. 10, West Summerland - 7.28 a.m.
[Through Train for Nelson, all points East and South].
No. 4, West Summerland - 8.01 p.m.
[Local Vancouver to Pentiction only].
T. A. OLIVER, Agent.

REGISTERED JERSEY BULL

"KEREMEOS KING"

Now at my Barn.
THOS. B. YOUNG



West Summerland Garage

FORD CARS,
Trucks and Parts
General Auto Repairs.

Tires, Batteries, Grease, Motor Oils:
"Best money will buy."

Give the old tire pump a rest. Use our

FREE AIR

The Old England
JULIUS W. A. BLOCK,
NARAMATA, B.C.
Gentlemen's Outfitter, etc.
Chiefly British Goods Imported Direct.

Summerland Supply Comp'y, Ltd.

Canada Food Board License Numbers — 8-27513 ; 8-27545

Summerland's Department Store.

FALL GOODS

NOW ARRIVING

Among recent shipments just opened we have

Children's Jerseys

In brown and white

Ladies' Tweed Skirts

Ladies' Underskirts

A new line in black moire and other materials

Ladies' Combination Underwear

Ladies' Winter Gloves

... Ask to see our ...

New Voile Blouses

Summerland Drug Co.

Drugs and Stationery
Fancy Goods School Supplies

TO THE GOOD PEOPLE
OF SUMMERLAND—

We beg to announce that we have purchased the Drug business of Mr. G. L. McWILLIAMS, and in future will operate two stores. In Summerland we will carry our usual line of Stationery, Photographic Supplies, and Drug Sundries, with Kenneth S. Hogg in charge. Our main stock of Drugs will be kept at West Summerland, where Jack Logie will preside. All prescriptions will be filled there.

We will give special attention to telephone calls, and will have good facilities for delivery to the lower town. We solicit a continuance of your patronage.

Yours truly,
SUMMERLAND
DRUG COMPY.

CANADIAN PACIFIC
Daily - Except Sunday

—BRANCH—		
SOUTH		NORTH
10.15	Sicamous	17.45
11.20	Endorby	18.20
11.45	Armstrong	18.40
12.06	Vernon	15.15
12.55	Okanagan Landing	15.00
—LAKE—		
13.15	Okanagan Landing	12.00
15.30	Kelowna	8.15
17.00	Pentiction	7.15
18.00	SUMMERLAND	6.15
Daily	Naramata	Daily
19.15	Pentiction	5.30

H. W. BRONIE, G.P.A. Vancouver. A. E. SHARPE, Agent, Summerland.

GEO. WEAVER,
CERTIFICATED PIANO TUNER
Kelowna, B.C. P.O. Box 637.
Reference: Bowen Piano House, Ltd., Vancouver

PAVEMENTS PROMPTLY SECURED
In all countries. Ask for our INVENTOR'S ADVISER, which will be sent free.
MARION & MARION,
304 University St., Montreal.

Classified Advts.

RATES: FIRST INSERTION - 2 cents per word; minimum charge 25 cents. EACH ADDITIONAL INSERTION - 1 cent per word; minimum charge 10 cents.

For Sale.

- FOR SALE—Stock carrots at \$20 per ton delivered. Sacks back. E. R. Simpson. FOR SALE—Potato digger; \$16. G. J. C. White. 11,12

For Rent.

FOR RENT.—Dr Smith cottage. For particulars apply to H. E. McCall, Peachland. 52tf

Passing Events: Social, Personal, &c.

Mrs F. A. C. Wright came in from the Coast over the K.V.R. on Tuesday morning.

Rev. H. A. Solly returned on Saturday night from Toronto where he had been attending the General Synod of the Anglican Church.

Friends and relatives of soldiers are asked to advise the secretary of the Home Comfort Club, Mrs K. S. Hogg, of any change in soldiers' addresses, and to add any names to the club's mailing list that may have been overlooked.

R. Shaw, accountant of the Bank of Montreal, is now at Penticton relieving the manager of the branch there, Mr H. D. Suckling, who has gone to Vancouver to assist in the taking over of the business of the Bank of British North America.

Coun. Johnston is making arrangements to start for Trout Creek headwaters on Tuesday. Supt. R. H. Helmer of the Experimental Station, G. Thornber, and A. Moyes are planning to make the trip with him.

As announced in our advertising columns this week specially made boxes are now on sale at both the local post offices for the sending of apples by mail to our soldier boys now overseas.

Those of our readers who intend sending parcels to members of the Canadian Expeditionary Forces in France are reminded that they should be mailed in time to be despatched from Canadian ports not later than the middle of November.

Miss Dorothy Robinson went down to Vancouver from Naramata on Wednesday to enter the University of British Columbia.

\$119.15 was the total sum collected for the Prisoners-of-War Fund, according to final returns from the Tag Day canvass. \$20 of this amount was collected at Mineola.

Mrs Blower leaves to-night for Vancouver where she will remain for the winter. She will be joined there by her husband, who has been taking treatment at Tacoma since his return from the front.

Rev. Dr Hogg and Miss Hogg of Winnipeg, who have been visiting at the home of R. J. Hogg, Peachland, for a few days, are guests here of Mr and Mrs K. S. Hogg. They plan on spending the winter at the Coast.

Soldiers' Shower, Friday, October 13th, in Oddfellows' Hall. Come and have a good time and bring your contribution to the soldiers' Christmas parcels.

Dr A. Thompson, a former resident of Summerland, and Mrs Thompson with their little child are visiting Mr and Mrs A. Rutherford of Prairie Valley.

Coun. J. R. Campbell's Garnett Valley farm has been leased by E. F. Thompson. Mr Thompson, with Mr and Mrs Paul Burgoine, who lived at Mineola for some time, will operate the farm.

In order that more attention might be given to that branch of the work a Prisoners-of-War-Fund committee has been organized as a section of the Summerland branch of the Okanagan Ambulance League.

Mrs George M. Ross with her little daughter arrived on Saturday night on a visit to Mrs R. M. Ross.

A. H. Steven returned on Saturday from Armstrong where he had been for a week looking after his farm property there.

Pte. Reginald Boothe, who enlisted from Naramata, is one of a party of returned soldiers to leave Quebec, on October 7th on the way home.

We are glad to be able to report that the condition of J. J. Blewitt, who has been ill for some days with an attack of pneumonia, is somewhat improved.

The J. R. Doherty orchard in Prairie Valley, described as one of the best ten acre orchard lots in the district, has been purchased by the Steuart Fruit Co.

Do you intend to prohibit shooting in your orchard or field? Pla-cards prohibiting shooting are being prepared at the Review Office and may be had next week.

The five acre lot with house east of the Shaughnessy ranch, and known as the Campbell property has been purchased by A. E. Smith, the sale being made by F. D. Cooper.

Entries of exhibits for the Summerland Fall Fair are now coming in. Keremeos, Penticton, Naramata, Peachland, Kelowna, Okanagan Centre, and probably Westbank will all be represented by exhibits, according to present indications.

Summerland's fruit crop is bulking up larger than was predicted early in the season. For some days winter apples have been coming into the local packing houses in greater volume than they can conveniently be cared for.

Dist. Conference of Women's Inst.

The North Thompson and Okanagan District conference of Women's Institutes was held at Kelowna on Tuesday, Wednesday, and Thursday of this week, and was largely attended, practically all the Institutes in the district being represented by two members.

Mrs A. L. Trask of Oyama was elected district representative on the Advisory Board. In the past the district representatives have been appointed by the government.

Both Mrs Trask and Mrs MacLachlan arrived in Summerland on Thursday evening for a brief visit. Mrs Trask is the guest of Mrs Hayes, and Mrs MacLachlan of Mrs G. J. C. White.

Both these ladies will attend an Institute gathering at Kaslo.

Mrs Spofford, another active Institute worker, went from Kelowna to Peachland after the close of the conference.

Prepared For Spanish "Flu."

The Provincial Board of Health has had an order-in-council passed at Victoria empowering all municipalities to close schools, churches, theatres, and other public meeting places should the spreading of Spanish influenza make such action advisable.

Community Calendar of Coming Events

Advance notices under this heading will be charged for at two cents a word. Minimum charge 25c. first insertion. Each repeat one cent a word. Minimum 10 cents.

Harvest Thanksgiving services will be held in St Andrew's Presbyterian Church on Sunday, October 13th. Morning at 10:30, subject: "The Budget;" Evening, 7:30, subject: "The Wanderer."

The ladies of St Andrew's Church will give a supper in Campbell's Hall on Thanksgiving night, October 14th, from 6 to 8 o'clock. Admission 35c.

Keep October 31st open for big dance. Full proceeds for Home Comfort Club. C9,13

The Summerland Women's Institute will hold their regular meeting next Friday afternoon in the Elliott Hall at three o'clock.

Garnett Valley School Report.

Following is the report of the Garnett Valley School (Division VI.) for the month of September: Junior Fourth—Dorothy Dunsdon, Arthur Wismer.

The members of the St. Andrew's Church Choir, at the regular weekly gathering last night, presented Mrs A. J. Beer with some pieces of cut glass on the occasion of her recent marriage.

B.C. Apple Crop.

The latest estimates of British Columbia's apple crop is that it will be about equal in quantity to that of last year, with an improvement in size and quality.

The Lower Mainland has a crop of clean fruit and good color, but the total output is 15 per cent. less than last year.

Vancouver Island's apple crop will equal that of 1917. The Kootenay shows an increase over last year.

AT The RIALTO

SATURDAY, Oct. 12, "Paws of The Bear" Featuring WM. DESMOND.

TUESDAY, Oct. 15,

(Program for this date will be announced on Saturday)

SATURDAY, Oct. 19, "Madam Bo-peep" Featuring Bessie Barriscale.

BERT HARVEY, Architectural Designs and Specifications Prepared.

WEST SUMMERLAND, B.C.



For Your Xmas. Portrait — Try — STOCKS The Photographer Penticton Over Customs Office

Classified "For Sale" or "Want" Ads. Order Form

Use this blank on which to write out your condensed ad., one word in each space. Enclose money order or cheque, and mail direct to THE REVIEW, Summerland, B.C.

Table with 4 columns and 10 rows for classified ad order form.

Please publish the above advertisement.....times, for which I enclose \$.....

Name.....

Address.....

If desired, replies may be addressed to Box.....at Review Office. If replies are to be mailed enclose 10 cents extra to cover cost of postage.

Empress Attractions

October 11 CHARLIE CHAPLIN

In one of his latest amusing comedies, "Laugh and Be Happy," a sure cure for grouch

—ALSO— VIVIAN MARTIN as "MOLLY SWAN" in "Irish Blue Eyes," "Teasing Smile"

October 12, "THE GHOST HOUSE"

With JACK PICKFORD and LOU HUFF.—A good story well told

October 14 and 15 DOUGLAS FAIRBANKS

"REACHING FOR THE MOON" A whirlwind of action—a riot of fun

October 16 "THE HOUSE OF HATE"

Another chapter in this thrilling service

Also "RUNAWAY ROMANY," a Comedy of unusual interest

October 17 and 18 "The WOMAN GOD FORGOT"

Featuring GERALDINE FARRAR

A story above the average, and full of interest from start to finish

PRICES 20c. and 35c.

October 19 "JULES of the STRONG HEART"

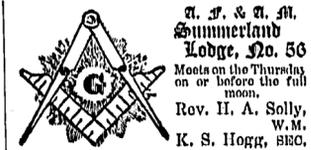
With GEO. BEBAN

Published in Collier's Magazine. The story centers around the mining camp in the region of Osoyoos, where Beban plays an important part in the rescuing of the girl he loves

Cows for Sale

- 1. Grade JERSEY, duo to freshen in December; gentle, good milk; \$85. 2. Grade HOLSTEIN Heifer, freshened in April; heavy milk; \$95. 3. Grade HOLSTEIN-AYRSHIRE; freshened in May; \$110.

C. W. LEES 'Phone 661



BEN PRIEST Funeral Director and Embalmer. Perfect Funeral Service.

SUMMERLAND and PENTICTON. Day or Night. 'Phone 39 Penticton

Attention To Plant Diseases After Harvest.

The plant pathologists of the Experimental Farms informs us that of the many destructive plant diseases, none are more difficult to control than those living over in the soil. Year after year notwithstanding the practice of crop rotation, the effects of soil infection often became so pronounced as to cause what is popularly known as "soil sickness." One of the most notorious of these diseases is clover and alfalfa wilt (Sclerotinia) which has given rise to the belief that land may become clover sick. This disease has just begun to show up on the Continent of America, and unless prompt precautionary measures are taken there is a possibility of the disease causing similar losses here to what it does in Europe.

A disease similar in nature attacks beans, and there are other instances which call for a word of general advice on matters of prevention.

As soon as crops are harvested, whether gathered in the field, garden, or orchard, there is manifested a universal indifference and neglect on the part of some growers towards the condition in which the ground, trees, or bushes are left. Were it but known to them that with the refuse left on the ground from crops there exist myriads of germs of serious plant diseases, and also insect pests, ready for hibernation!

Mummied fruits in orchards left undisturbed, either on the trees or on the ground, give rise to a new outbreak of brown rot in spring. Ploughing under affords only limited protection, since it safely buries all fungus material which spring ploughing will bring to the surface of the soil once more after successful hibernation. Prevention, as usual, is decidedly better than cure, and sanitary measures are just as important in field, garden, or orchard as in stables and dwellings. As soon as possible after the harvest of each crop—or better, after the growing season is over—a general clean-up is most essential. Where possible, all refuse should be collected, diseased or rotten

REVIVED HIS INTEREST.

Thomas Atkins was fractious. His medicine was nasty, and he refused to take it. Two or three V. A. D's stood round him, urging him to be good.

"Come," said one, "drink this and you will get well!"

"And rosy, too," chimed in a second.

Atkins brightened. He wasn't particularly keen on getting well, but to get rosy was quite another matter.

"Which of you is rosy?" he asked, surveying the pretty group.

Keep the old clothes going. Do the needed sewing; Though the boys are far away, The bills come home.

If there's still a lining Through the old clothes shining, Turn the old suit inside out Till the boys come home.

—Youth's Companion.

fruits, leaves, stalks, haulms, etc., should be gathered, and the whole destroyed by fire. Material that will not burn readily, such as is common on the fields after harvesting—roots, potatoes, etc.—should be buried in a pit. In orchards, where such measures are followed by the usual dormant sprays, the results will be most beneficial, and field and garden crops will also greatly benefit.

Prices For British Columbia Apples And Pears.

British Columbia McIntosh Red apples were selling in Toronto at \$3.25 to \$3.50 per box, according to a bulletin issued by the Fruit Branch from the Department of Agriculture, Ottawa, B.C. Wealthies were bringing \$2.25 to \$2.75 per crate. No. 1 McIntosh, \$3.50 per box; No. 2, \$2.75 to \$3.00. In Saskatoon, McIntosh's were \$3.25 for No. 1, and \$2.75 for No. 2. Wealthies No. 1 and 2, \$2.75 and \$2.50. No. 1, Anjou pears, \$5.00; No. 2's, \$4.75. No. 1, Flemish Beauties, \$4.00; No. 2, 25 cents less. At Regina, McIntosh's were from \$3.00 to \$3.35.

MILK

A Patriotic and Nourishing Food

We have made arrangements with the SUMMERLAND SUPPLY CO.

to deliver to them Bottled Milk daily (except Sunday) for any who may wish to become regular customers and call for the milk at their West Summerland Store, where it will be kept on ice. If you desire to take advantage of this service, leave your name with them or with us.

BALCOMO RANCH—R. V. Agur, Mgr.

Home Seekers or Investors

Would do well to consult **F. D. COOPER,** Real Estate Broker, Peach Orchard, Summerland.

FOR SALE 115 ACRES 42-acres in Orchard

Yielded 4,000 Boxes of Apples last year besides other fruit. GOOD HOUSE, BARN & STABLES. All level land. Water from creek running through place. First record.

PRICE \$35,000 See W. J. ROBINSON for particulars.

25 Acre Orchard

Half 9-year-old trees, and half 12-year old trees.

Price \$12,500 - A Bargain

W. J. ROBINSON REAL ESTATE & INSURANCE Summerland B.C.

Water Notice.

(USE AND STORAGE). TAKE NOTICE that the Westminster Trust Company, whose address is New Westminster, B.C., will apply for a licence to take and use 400 acre-feet and to store 400 acre-feet of water out of Lake Brenda, which flows south-westerly and drains into Ernske Lake. The storage dam will be located at outlet of lake. The capacity of the reservoir to be created is about 400 acre-feet, and it will flood about 50 acres of land. The water will be diverted from the stream at a point about 2,500 feet below outlet of lake, and will be used for irrigation purposes upon the lands described as D. Lots 3316 and 2537 Osoyoos Division. 200 acre-feet to be used on D.L. 3316, 100 acre-feet in D. L. 2537, and 100 acre-feet

for loss by evaporation and seepage. This notice was posted on the ground on the 12th day of October, 1918. It is also proposed to lower the water level of Lake Brenda 5 or 6 feet by an open cut. A copy of this notice and an application pursuant thereto and to the "Water Act, 1914," will be filed in the office of the Water Recorder at Vernon and Nicola. Objections to the application may be filed with the said Water Recorder or with the Comptroller of Water Rights, Parliament Buildings, Victoria, B.C., within thirty days after the first appearance of this notice in a local newspaper. The date of the first publication of this notice is October 11th, 1918.

THE WESTMINSTER TRUST CO. LTD., Applicant. By JOHN T. LONG, Agent. 11,15

PICTURES for Home Decoration

I now have a Collection of Large Photographs of Summerland's Finest Scenic Views

These will be on exhibition and for sale at the Fair, October 30th and 31st.

C. P. NELSON

Send Apples by Mail To Soldiers in France Specially-made Boxes

weighing 7-lbs. when filled, may be had at either Post Office.

Price only 12 cents each.

A few Apples from home at Christmas-time will carry joy to the Boys in France.

Newspaper Space

The thing that will make your place a landmark and your name a household word is consistent, truthful, rightly supported newspaper advertising.

"A city that is set upon a hill," says the Good Book, "cannot be hid."

The right kind of advertising will, so to speak, set any man, any town, any worthy business up on a hill.

Play fair, look after things, and dip deeply into printer's ink—and you can no more escape becoming prominent and successful than you can reverse gravity and cause rivers to run up grade.

Carry the stuff—deliver the service—keep up a vigorous fire in the papers—know what you print, and live up to it.

The most precious and desirable thing in a business career is public confidence. Getting over-widening circles of people to believing in you is progress of the first order, but educating strangers to the idea that you're a man not entirely to be trusted, is slipping back—no matter what, for the time being,

Not For Fakirs

BUT

For Honest Men

the balance sheet may be saying to the contrary.

Forget that old saying of the circus man, that "people like to be humbugged"—they do, on any circus day—and have a bully time over it—but regular business is different.

The fellow who deliberately gets out to deceive the public is a fool and a piker if he thinks he can get away with it through pages in newspapers. He may manage to put it over for a while, but the backfire will get him in time, and it won't be long before he'll find himself exactly where he deserves to be—nowhere.

Newspaper space isn't for fakirs—it's for honest men, and every honest business can profit greatly through the use of it. It throws a spotlight upon the scene—and men and things that aren't quite standard will not stand the glare.

The crook should eschew printer's ink—he should emulate the Hun propagandists—slip around, quietly and pass the bunk heart to heart.

THE TIME IS GOING

in which to prepare your Exhibits.

NOW WHEN

APPLE PICKING

is in full swing,

KEEP IN MIND THE

Summerland Apple Show

and select some of the best out of your several varieties

FOR THE SHOW.

THIS IS THE ONE AND

Only Apple Show

TO BE HELD in THE PROVINCE

Growers of . . . Vegetables

— AND —

Live Stock

will also do well to study the Prize List. If you have not received one apply to

JNO. TAIT, Secretary Summerland Agricultural Association.

FAIR DATES: OCTOBER 30th & 31st