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THE TWENTIETH CENTURY SPECTATOR OF BRITAIN'S FARTHEST WEST
For Community Service—Social, Educational, Literary and Religious; but Independent of Party, Sect or Faction.
"BE BRITISH," COLUMBIANS!

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A HELPING HAND TO THE FRUIT INDUSTRY

During the past six months the Buy B. C. Products Campaign has been carrying out extensive educational work urging upon the public the vital necessity of patronizing B. C. fruits and vegetables.

It is realized that unless the agricultural producers are prosperous, conditions in the city and more populated centres will not improve.

Over one hundred meetings have been addressed in Vancouver and New Westminster, also on Vancouver Island, urging the public to patronize B. C. fruits for eating, canning and preserving purposes.

Ten thousand lists giving the dates when these products will be on the market have been distributed to ten thousand housewives. The same list has been inserted in a Cook Book which has been distributed to a further five thousand housewives.

A wholesale firm in Vancouver distributed thousands of a similar list with their correspondence and invoices; also a letter urging their customers to help the agricultural workers by buying their products.

Application was made to the Department of Agriculture, Victoria, urging them to give publicity to this matter; whilst

extensive advertising has been carried out in the city press.

In co-operation with the B. C. Women's Institutes, a display will be arranged for at the Vancouver Exhibition, and demonstrations will be given as to how B. C. fruits and vegetables should be preserved.

Taking everything into consideration, the public has been very receptive to the request being made, and many individuals and associations have pledged themselves to do their part in assisting the agricultural industry by giving first preference to their products. It is therefore incumbent upon the producers themselves to send their products to the market, packed in a uniform and attractive manner, so that the public can point to them with pride as being superior to the imported varieties. More than one industry is suffering to-day from neglect of the home market; their policy in the past having been to ship their best products to outside points, leaving the second grade and less attractive products for the home market.

The appeal is to create a pride in British Columbia and her products, and this can only be accomplished by producers supplying at all times the best that B. C. can produce.
W. B. F.—

Side-tracking the Power!



TWO VERY GOOD REASONS WHY LEGITIMATE BUSINESS IN B. C. IS SUFFERING