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Where Retailer May do His Bit.

Closer co-operation urged between Producer and Retailer and more sympathetic understanding of other's problems.

(By T.W.C.B., in Canadian Fisherman.)

There can be no question of a duty and responsibility on the part of the fish retailer for no one entering any trade or profession is commencing to do his duty, if he does not endeavor to improve upon conditions as he finds them. Of course a man who tries may not always succeed, but if he does not try, his connection with his profession or trade is a decided failure. The great trouble is due to the fact that many of us do not realize our great responsibility as citizens or as business men.

Not many years ago, we, through our governments, both provincial and federal, implored and beseeched the fishermen, both on the ocean and the Great Lakes to produce more fish. Our duty to distribute and dispose of the available supplies was at that time easy to perform. Now that the fishermen are still in a position to produce more fish, if an outlet can be found for it, it is yet the duty and responsibility of the retail fish dealer to exert every effort to place this fish in consumption and avoid any losses.

The general prosperity of any nation depends on the prosperity of its individual citizens. Therefore, unless the entire catch of fish is made use of (even although those engaged in the retailing of fish are doing fairly well owing to their ability to purchase fish at reasonable prices) the industry as a whole is not in a flourishing condition. Let retailers fully realize their great responsibility and help to build up the fishing industry.

How may this be done? The retailer is the man who is in direct touch with the consuming public and therefore hears any objections raised, whether it be as to

grading, service or price. He knows better than any other branch of the industry just what the public wants. He also knows just what fish is in season; for it is well known that at certain seasons, some varieties of fish are not procurable.

The retailer, through his connections with the producer, whether by mail, telegraph or telephone is kept posted as to varieties of fish available. The producer, on his part, may ship his fish to far away points in apparently the best of condition but it is the retailer who knows just in what condition the fish reaches its destination.

The retailer is the man who takes the greatest chance in handling his supplies, for unlike groceries and hardware, fresh fish cannot be placed on shelves to remain an indefinite time.

From the foregoing it is apparent that the retail fish dealer is an important link in the chain of fish distribution and as such he should be recognized by the producer.

It is incumbent upon the retailer to give the producer advice as to conditions as he finds them, so that what may be improved upon, may be set right.

Retailer Must Be Well Pleased. It is also the retailer's clear duty to keep in touch with conditions, at the producing points, and transportation conditions. His responsibility is to use every means in his power to take proper care of his supplies and to dispose of the same as quickly as possible and in the best possible condition. He should endeavor to meet the wishes of his individual customers as to any particular way of dressing and preparing the fish, for as years go by, there is no doubt that the buying public is becoming more discriminating if not more exacting. Remember that in addition to selling a commodity we are also selling service.

As retailers, we should strive continually to handle our goods under better conditions, not overlooking improved methods of delivery, for after fish has been carefully prepared, and

then dressed under conditions which have obtained in the past, the result is that the consumer, in many cases, is not put in the humor to encourage repeat orders. A retailer should exert his influence in every department of his business to make it easy to suggest "that more fish."

He should also have a geographical knowledge of the districts from which his fish is received and should interest his staff in this information, for very many in this Dominion have a very poor idea from where fish which they order week after week is secured and many have no idea of the seasonable varieties of fish.

Sunday Sept. 9th, Father's Day, Saturday Sept. 8th Father's Day at Kearney's.—Sept. 4.

Germany Building Secret Air Fleet.

The revelation of the expansion of the French air fleet, which caused so much discussion a short time ago, has been explained by Albert Julien in Le Petit Parisien. His article is a categorical account of the extent to which Germany is using factories in various countries for the upbuilding of her air fleet.

This is often done, it is said, by certain parts of a machine being manufactured in one country and other parts in another, and that after their importation into Germany they still lie unassembled in storehouses at distant ports.

According to M. Julien, the chief promoters of this scheme for the conquest of the air are the Aero Club von Deutschland and the Deutscher Luftfahrt Verband, while the Reich, being unable on account of the restrictions of the Treaty of Versailles to carry out its schemes on its own territory, is encouraging a movement by which considerable quantities of aviation material intended for Germany's use are being manufactured in other countries under open and secret contracts.

M. Julien, who has been investigating the situation for some months through industrial and commercial agencies, gives the names of aviation firms in Russia, Italy, Denmark, and Holland, which he asserts are purely German.

He also asserts that Germany has big interests in other numerous factories in Estonia, Finland, Sweden, Holland and Rumania. And he adds:

"Moreover, the work is being executed under the direction of technical experts from Germany. The material being made in these foreign countries will be available for ready transmission in case of need to Germany; and I suggest that, in view of what, to the knowledge of the French Government, is being done by Germany to ensure possession of a powerful aviation force, England need not be surprised at the efforts of France to increase her air squadrons."

The French Advance.

Egyptian Mail: The outlook in Great Britain is so fixed to the issue in Central Europe as to take little account of how the power of France is advancing elsewhere, and of how soon she may be in a condition to increase the pressure there. One of the first of her post-war enterprises was the rounding off of her conquests in Morocco. In effect this is all but complete. It has been a great success. The country is rich in grain and metals, and has been so skillfully exploited that a large profit has been realized on the very considerable expenditure on railways and troops. The last levies of native patriots are being rounded up in the Atlas Mountains and Lyautier's successor will have very little to do. But that is an immensely important fact, for it releases four-fifths of the French army—say 80,000 out of 100,000 men—for service elsewhere.

First in the Field.

Cricketers Whose Clever Fielding in Big Matches Has Thrilled Thousands.

I think all experts and critics would agree that not for twenty years has English cricket possessed so many superior fielders as it does to-day. Also, generally speaking, it is a long time since so many county elevens were equal to the average of high fielding in which we now rejoice.

Certain players have, of course, established a big reputation as notable fielders in particular positions. They have made a specialty of the work there, so to speak. Some can field equally well in more than one position but this gift is much rarer than one might imagine. Indeed, I would go so far as to say that there are not six men in all our county teams put together who would shine pre-eminent in fielding at three distinct and separate positions!

Chapman the Versatile.

Amongst those six, in the order named, would be Mr. A. P. Chapman (Cambridge), W. Hitch (Surrey), Geo. Brown (Hants), Tom Beach (Surrey), and H. Sutcliffe (York). The most versatile of all is Chapman, who can take any position, except perhaps slip, with equal excellence and success; his work in the long field, or at mid-wicket, being simply marvellous.

In the out-field we have some splendid players. They include, probably in the order given, Captain Green (Gloucester), Mr. C. H. Stoker (Middlesex), Mr. A. P. Chapman (Cambs), A. Sandham (Surrey), Patsy Hendren (Middlesex), Percy Holmes and Herbert Sutcliffe (York), and Mr. J. L. Bryan (Kent). The last four or five of these men may be regarded as practically as good as one another in that position.

If you have ever seen Captain Green or Mr. Stoker at their best dash a hundred yards along the boundary, pick up a ball ere it becomes a "four," and throw it in with almost one action, then you will not need telling that they have few superiors.

In the slips we have now several splendid fielders belonging to different countries, though I think that by universal consent the palm would be awarded to Mr. Percy Fender, the Surrey captain. His magnificent catches there, his splendid ground work, too, have never been excelled since we saw A. O. Jones, John Tunstall, and Len Braund in the same place. Mr. Fender

is to-day not only their lineal successor, but perhaps the only slip-fielder equal to what they were in past days.

Real "Tip-Toppers."

But close behind him come Waddington (Yorkshire), W. T. Abel (Surrey), Patsy Hendren (Middlesex), Rev. Frank Gillingham (Essex), and George Gunn (Notts). All these are tip-top men in that position, where a fielder has to keep his eye wide open and his hands ever ready.

At cover-point, or somewhere near that spot, our greatest representative, is, of course, Jack Hobbs, who seems to follow in the steps of the Rev. Vernon Royle (Lancs), L. C. Docker (Derbyshire), and E. M. Grace (Gloucester).

To watch Hobbs there is a real treat. How many men he has run out, thrown out, or helped to get out by his cover-work would take some time to tell. Next on the list come Mr. Chapman and George Brown, who are about as smart as most men can be in the field near that district.

A mid-wicket fieldsmen of very high repute is "Burr" Hitch, perhaps the quickest and most deadly of all fielders at any spot, day in, day out, in his gathering or catching of the ball, his throw at the stumps, and his "frightening" of batsmen by his fielding renown. After Hitch come Mr. Chapman (a regular terror to batsmen tempted to try short runs); Tom Beach (Surrey), almost as deadly; Mr. L. P. Hedges (Kent and Oxford), equally smart and clever; Mr. Claude Ashton (Cambridge), and George Brown (Hants); none of whom wastes any time in picking up aiming at the stumps, or sending in to the keeper, when the ball comes to them anywhere between the wickets.

Glorious to Watch.

Just at present, too, we have four or five capital stumpers, although, except Herbert Strudwick (Surrey), it is questionable whether we have any one of absolutely first-class calibre, such as were Lilley (Warwickshire), Pinder (Yorkshire), and Storer (Derbyshire) in days gone by.

But Strudwick equals any of those, in my opinion, and next to him we may put Street (Sussex), Dolphin (York), Livesey (Hants), and Smith (Warwickshire).

However, fielding to-day is, on the whole, extremely good. And to the follower of cricket there is nothing that adds more to the interest and excitement of a match than good fielding while, in itself of course, it is a glorious thing to watch.

25 Per Cent. of Hens Are Not Layers.

FLOCKS COULD BE CULLED—CANADIANS FOR SAID.

OTTAWA, Aug. 25.—(Can. Press).—One of the interesting things disclosed at the terminating session of 5th annual meeting of the American Association of Investigators and Instructors in Poultry Husbandry yesterday afternoon was that as high as 25 per cent. of the hens in most flocks might be culled out without seriously impairing the quantity of eggs produced by the flock in aggregate. There are some hens that are brooders and not layers, or for some reason are not of a laying strain, and these can be dispensed with without loss.

A. R. Jones, of Prince Edward Island, who spoke on poultry promoter work in Canada, also said that some eggs were unfit from the very moment they were laid, for human consumption, and that an egg was not to be judged by age or size, but by well-defined tests which only an egg authority could apply. Once the fiscal advantages of better eggs were demonstrated, the department found itself beset with calls for assistance in showing how to establish a standard for eggs.

Proper feeding also bulk large in egg productivity. Statistics brought

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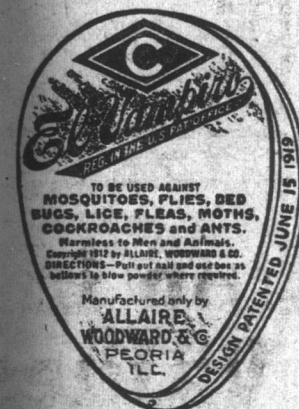
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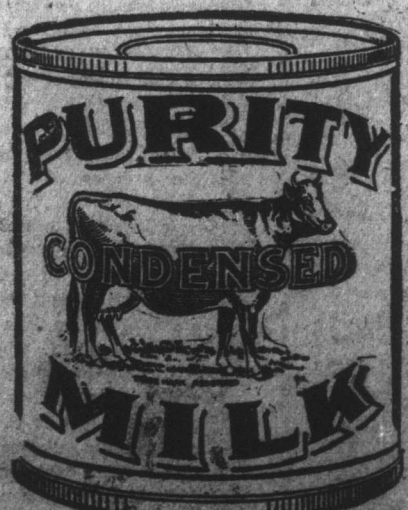
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