

with others, owned and published the *Farmers' Sun* of Toronto, which was afterwards purchased by Dr. Goldwin Smith. Two brothers are also engaged in the publishing business, Weston Wrigley, in Toronto, and S. Edward Wrigley, at the Canadian Base, France."

Mr. Wrigley was "educated at the public schools of London and Toronto, and his early training was supplemented by a business course, followed by a course in commercial law in Toronto. He began his business life on the staff of *The Toronto World*, and in 1905 came west as far as Winnipeg to join the *Free Press* staff there. Later he became connected with the Henderson Directory Company as salesman in Winnipeg, his special work being to establish new directories in various cities on the prairies, such as Saskatoon, Prince Albert, Regina, etc."

He came to the Pacific Coast in 1909. "He remained with the well-known Henderson publishing firm for some years, and then purchased the interests of the Hotel Red Book Co., Ltd. That venture, owing to his unflinching energy, was successful. He also published the Canadian Storage and Transfer Directory, and in that same connection he was instrumental in organizing the warehousing and cartage interests of the Dominion into the Canadian Warehousemen's Association, and has acted as secretary since its organization. The association includes the representative firms engaged in the business

throughout Canada, and is affiliated with the British and American organizations."

Regarding the British Columbia Directory, it is noteworthy to learn that "it occupied a staff of twenty persons for more than ten months. The proofs of the new publication proved extremely useful in connection with the Victory Loan, as proofs, advance sheets and manuscripts were loaned to the organizers to facilitate their work."

"Over two thousand towns, villages and settlements are listed in the book, and over four thousand geographical points. It contains no less than 1,035 different classifications." It is therefore reasonable to conclude that the Directory has come to stay, and is likely to be increasingly valued and used from year to year.

Mr. Wrigley is a Rotarian, a member of the Canadian Club, Board of Trade, Manufacturers' Association of B. C., and Vancouver Auto Club, and the work of his company may be reckoned a good practical application of the Rotarian *service* principle.

It may be some years yet before the increase in the population of British Columbia justifies the establishment at the West Coast of a regular publishing house for general literature. Meantime, observant people in British Columbia, whose patriotism begins at home, will welcome and commend the enterprise of such men as Mr. Wrigley, and support the publishing service of his firm.

"If this great world of joy and pain
Revolve in one sure track;
If freedom set will rise again
And virtue flown come back;
Woe to the purblind crew who fill
The heart with each day's care;
Nor gain, from past or future, skill
To bear and to forbear."