

plaints of quality, a few of prices and some of tardy shipment, but in the main B. C.-manufactured products are well received. While speaking about this trip, let me mention the splendid reception accorded Mr. McKelvie at the various meetings which we addressed. Meetings were held at Grand Forks, Trail, Rossland, Nelson, Fernie, Cranbrook and Windermere. Some of these meetings had over a hundred of the prominent citizens present, and Mr. McKelvie, in his capable manner, drove home the selling points of the Made-in-B. C. campaign, and impressed the gathering with the benefits to be derived from supporting this campaign, and on every occasion expression was given at the meetings to the fact that they regretted that the manager of the campaign had not been able to tell his message to the citizens of the community as a whole. They all promised that if Mr. McKelvie would return at a later date arrangements would be made to have practically every citizen turn out to their large public halls to hear his address. In the meantime they, as good members of the Boards of Trade, were going to act as apostles and preach the religion "Buy B. C. Products."

Now, when those on the outside enthuse and are willing to take hold of this campaign in this manner, do you not think we should get busy and create the same feeling at the coast? Outside of Vancouver we found very little unemployment, and I think the conditions existing today are more a matter of the mind. In Nelson we find new industries, Fernie and Cranbrook concerns highly pleased with business, Grand Forks developing agriculturally, and so on down the line. Let the manufacturers get behind one another, and we can relieve conditions here. Remember it is not hard times we are up against; it is easy times we are leaving. In organized unity is strength, and in what better way can we organize for the advancement of this glorious

We want every one in B. C. to be partial to B. C. products. We say, drive this home by co-operative effort. Every B. C. manufacturer should boast his fellow manufacturer, and practice what he preaches. Let me give an incident: At one of the first meetings it was announced we were to have a certain speaker. One of the members complained to me that the speaker on 'Buy B. C. Products' was inconsistent, as the article used by the speaker was purchased in the old country, while the man complaining could give him just as good value here in Vancouver. I drew this matter to the attention of the speaker, and he informed me that he would rectify the matter immediately, and he proceeded to buy this article from the Vancouver man. While in this establishment he happened to mention that he was going out to buy another product manufactured in B. C. The man who had complained of inconsistency immediately informed the buyer that they could not make this article properly in B. C., and that he bought all of his in England. Now, consistency is a jewel.

What the Campaign is Doing and How to Help

We want the business men and the citizens generally to be ready to carry part of the load. It is not to be expected that the campaign executive can do it all, neither Manager McKelvie. Give us constructive criticism. Remember we are preparing the ground; results must depend on co-operative effort. All citizens should remember the order: 'First give preference to B. C. products; then Canadian products; then, if we cannot get what we want at the right price and of good quality in Canada let us not forget we belong to that greatest of empires—the British Empire—and use every endeavour to buy what is produced under the flag ON WHICH THE SUN NEVER SETS.'

Stand not upon the order of your Buying—Practise this till you do it without trying:

BUY GOODS

(1) Made in B. C.; (2) Made in Canada; (3) Made Elsewhere in British Empire; and Then Made by the U. S. and Others.

A Correction and A Challenge

TO CANADIAN (Including B.C.) MERCHANTS and MANUFACTURERS

The other week the question of Canadian taxation of U. S. Magazines was under discussion at Vancouver Board of Trade. A member of a firm doing business in Vancouver and Victoria, which firms happens to sell U. S. goods, alleged as an argument against the proposal of the Board's committee or bureau, that "CANADA COULD NOT PRODUCE SUCH MAGAZINES."

So far as mere BULK is concerned that may be true: but OTHERWISE we believe such a statement is not correct. Bulk itself is dependent mainly on the size of the population of a country, and the amount of National and Provincial business done.

If Canadian (including B. C.) Merchants and Manufacturers will awaken more fully to the value of discriminating and attractive advertising, and use Canadian periodicals, they will further their business interests and also foster Canadian Magazines and Canadian Homes. With increased business interest shown in it, the B. C. M. itself will undertake to get as good printing work done in B. C. as is done in any part of the American continent.

As for mere bulk, we'll undertake to give that too—ACCORDING TO BUSINESS AND POPULATION, which latter we have for ten years been awakening to relative values. Because we believe in the order of buying noted above we believe such words are timely for B. C. Business men, as well as for those citizens and homes which profess to be interested in COMMUNITY SERVICE and the DEVELOPMENT OF B. C. and the Dominion.