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INDUSTRIAL WEEKLY REVIEW KINGSTON

CONSIDER THE "I" IN "BIG"

This city is what the people who have lived in it since the coming of Frontenac have made it. It has been improving since then. It is a better time, mostly with the new ideas and customs introduced by the younger generations as they came along in turn. But that, after all, is only evolution, and the Canadian city which is depending solely on evolution for advancement during these times is going to be severely out of luck in the near future.

"We want something Big!" That is what you hear from the supposed boosters. Well, give them credit, that sort of a boast is better than no boast at all—but it's not much of an improvement. The real booster is the man who says "I will get something BIG!" He helps himself and grows, and as he grows he adds a little to the growth of the city. Of course, his contribution is not such as to revolutionize the town, but it is the kind that counts. He sees the "I" in "BIG."

Now, we suppose you will say that

co-operation is one of the main things for the growth of the city, and that a lot of little fellows by working together may make something big. Sure, and you can build a monument out of pebbles also, if you take the time and trouble. But if you—use great, large blocks of stone, how much faster can you build your monument, and how much bigger your monument can be in a shorter time than it ever could hope to be with pebbles.

You must move yourself; move your business into greater activity; start other business in motion; make your competitor squeal; start things. If the other fellow starts doing the same thing, all the better. You know you have started another man moving and there's nothing so healthful or with so much fun in it as good, keen competition.

So, when you think of being BIG, just take the centre letter out and develop it well, and soon you'll know what BIG is, and what a really BIG town can be made of Kingston.

The Growth of Life Insurance. It is not such a long period of time since people did not think much about life insurance. If a man offered you a proposition which was going to result in a legacy for your nearest of kin when you died, you at once began to suspect that there was a catch in the game. Thus the work of the pioneers in life insurance was uphill and unpleasant to say the least. Bit by bit, however, they built up the public confidence in insurance, have shown people that it is a sound and sane proposition, and a benefit to man, until at the present time insurance is fast becoming just as much a necessity as food. We accept it without a doubt or the least hesitation.

One of the pioneers in life insurance in this city is J. B. Cooke, representative of the Imperial Life Assurance Company of Canada. For many years from the times of laborious selling of insurance until the present day, when it is just as much an article of purchase as any other, Mr. Cooke has been on the job here, working much, saying little. In the letter of congratulation received by Mr. Cooke from the head office on the past year's work, some interesting figures are quoted of the business during 1920, which will show to what a stage insurance has advanced.

Total issued and revised business amounted to \$31,152,000. This amount of business by one company will give one an idea of the tremendous amounts represented by the business turned over by all the Canadian companies.

When you see the flower lover making for the cat that is scratching up his best bed of dahlias, you might say that industry is about to receive a boost.

Easy Running Bicycles. A "bunch" of joyous boys and girls on a bicycle ride! How they do breeze along the smooth, level stretches! What fun! What exhilaration!

But pity that poor boy on the hard-running bike. How he has to pull on the handles and push on the pedals to keep up with those on the easy-running bicycles. It's no joy ride for him.

And the strain is always there, to some extent, even when he only runs errands on his hard-running bike. Overtaxing the strength of a growing boy or girl is to be avoided. It might lead to serious consequences.

Be safe. See George Muller, 373 King street, and let him advise you in your selection.

Eye-Strain And Crime.

Many children are forced into careers of crime because of eye defects. These defects in children are rarely discovered without a scientific examination. Children who do not progress in school, who are inclined to play truant, who have headaches and stooped shoulders, who are hard to control—the eyes of these should be looked after without delay. A child who is slow to learn is ridiculed by his mates. Ridicule breeds bad temper and dislike for school, and sometimes leads to worse. A scientific examination may change the course of your child's life. Keeley, Jr., M.O.D.O., is at your service.

It's a great feeling to see the honest workman trot home at five o'clock whilst we poor pen-pushers still labor—but, oh, ain't it grand and glorious in the chilly morning, when he is hurrying by the house, to roll over for another hour's snooze.

THE VINEGAR INDUSTRY

The Local Factory Produces Goods of Rare Quality.

The Wilson, Lytle, Badgerow Co., Ltd., composed of five companies of which the old firm of A. Haaz & Co. was one, began business with an output of about 300,000 gallons of vinegar. To-day they manufacture close to 1,500,000 gallons. This necessitated building a large new plant at a cost of about \$250,000, which is to-day the most modern and complete factory in America. The W. L. B. Co. brand of vinegar is well known from coast to coast, and is shipping one of its products south of the line as far as California. Every method known to science is utilized, enabling them to produce vinegar of such purity and flavor that its name is a household word in every city and town in Canada.

Vinegar "quality" cannot be produced in a day, nor in a year. All the vessels used in the process must be aged for many years before they are capable of imparting that rich aroma so necessary in the making of pickles and condiments. Sourness is not the only requisite—almost any novice can produce that. Flavor, quality and purity are essential in the production of a really first-class vinegar and the Wilson, Lytle, Badgerow Co. brand is possessed of them all in a degree unequalled by any other.

The local factory has adopted all the appliances utilized at its head factory in Toronto, and has added to the reputation so long maintained by the late Aaton-Haaz, so that householders in Kingston and vicinity asking for this well-known brand are assured of vinegar of a quality, both in strength and purity, unequalled by any other.

The Business Outlook.

In speaking of the business outlook, Mr. Bongard of Bongard, Ryserson & Co., stock brokers, 239 Bagot street, was very optimistic. He pointed out that while it is impossible to speak with any degree of assurance about the outlook for business, certain opinions and certain considerations may be advanced which tend to impart a hopeful aspect to the situation. On the side of labor there may be cited the views of Hon. Gideon Robertson, Dominion Minister of Labor, and Tom Moore, President of the Trades and Labor Congress, both of whom are in close touch with labor conditions. The former presages a turn for the better in the matter of employment about the first of March; the latter, while recognizing that there is still much unemployment, believes that the worst is over and that a return to more normal conditions has commenced. These opinions are being borne out by the figures issued from week to week by the employment bureau.

Don't let your mind get foggy or you may wake up and find that you were missed. Take so much time to boost the good things that you won't have time to knock the bad.

The Imperial Life Insurance Co. Of Canada Assurance in force Jan'y 1st, 1921 \$116,201,347.00 J. B. COOKE District Manager Kingston, Ontario. Phone 503w.

THE McCALLUM GRANITE CO. Limited Designers, Manufacturers and Importers of Memorials in Granite—Marble—and—Bronze 305-307 PRINCESS STREET Phone 1831. SPIRIT VINEGAR (Formerly called White Wine) Sold in These Grades: XX—for table or other uses. XX—for pickling purposes. Manufactured by The Wilson Lytle Badgerow Co., Ltd. Branch—Bagot Street, Kingston

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"INVESTORS" If you have Savings for investment or if you have securities which you wish to sell, consult our office. Our service cannot be equalled by any other Kingston firm, as we are in direct touch with Toronto, Montreal and New York at all times during business hours. We specialize in the buying and selling of Government and Municipal Bonds. We are members of Toronto Exchange and can handle orders both ways for any class of stocks. BONGARD, RYERSON & CO. 237 Bagot Street. Phone 1728.

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