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National Marketing for CANADA



Canada can get every necessary of life in her own country.

A Movement Which Promises to Sweep the Dominion. Some Instances Where it Would be of Assistance. Every Province is Interested.

"National marketing" is a phrase that may attain the status of a Canadian slogan. Coincidentally it is appearing in print and in speeches with a recrudescence of "trust busting" agitation on both sides of the international border. The lanes of the crusaders are tilted against private concerns making profits for individuals. National marketing implies trusts also; but its advocates argue that these would be public trusts for the direct or indirect benefit of all. It is worth noting that in Britain, where the co-operative movement is strong and also in New Zealand, there are developments of a similar character to those proposed for this country. Canada is likely to see an expansion of the national marketing idea that will make it a lively question in every province. Success will depend upon the extent to which the scheme is supported. If it has to depend upon purely local efforts it can never give more than indistinct satisfaction. This must be a Dominion-wide scheme with no more politics in it than there is in a cup of water, if it is to get anywhere. It must apply to all that Canada has to sell in quantity. Above all it must have an eye to

the home market as well as that abroad. Making a market for Canadian wheat, fish, cattle and coal in other lands is good business. Neglecting the market at the foot and thus encouraging foreign nations to look after it, is bad business and poor advertising. Sentiment is a fine national asset, but trade is the life of any country. Expressions of sectional animus and requirements have supplanted that in Canada of late. The problem is to co-ordinate the resources of the various provinces to the national requirements, as well as to those abroad. Take coal as an instance. Welsh and Scottish anthracite coal have been brought into Canada for several years now in vast quantities. Quebec and Ontario have furnished markets for it, and smaller quantities have been disposed of in some of the other provinces. To some degree this British coal may assist in making Central Canada less dependent upon United States supplies. But Canada has enough coal within its own borders to obviate reliance upon any country in the world, and to give a fuel supply for expanding industry and increasing population for centuries to come. Getting it to the home markets at commercially profitable rates is the question for solution. Canadian Coal for Ontario. "A definite answer is in the making. Official announcement has been made in the Ontario Legislature of the hope that the province will receive 100,000 tons of Alberta coal after May 1. It was estimated that coal in large quantities might also be brought in from the Maritime provinces. Thus the West and Alberta may combine to very largely settle all of Central Canada's troubles and anxieties in the mat-

ter of fuel supplies. British Columbia also has tremendous coal resources. The West, therefore, has no problems on that score comparable to those of the central sections of the country, where the matter of distance from the Canadian coal-fields is the greatest obstacle to overcome, and one that gives the wonderfully well organized and convenient United States coal trade a great initial advantage. It is difficult to impress by the mere citation of statistics; people like visible evidence. But the statement on the authority of the Geological Survey of Canada, that Alberta alone has seventeen per cent. of the coal resources of the world is emphatic enough. Put in another way, it is estimated that Alberta has an actual and probable coal reserve of over one million million tons! A series of circumstances, which may be better left to discussion and analysis by those on the spot, has given American coal, on occasion, opportunity to go into the Western Canadian field and seriously compete with the home product. A recent propagandist for Alberta coal told Ontario folks that five to six thousand men were employed at the mines for about one-half of the year. With the Ontario and Quebec market open to them he argued that employment for miners would be practically continuous, and that a trade aggregating \$20,000,000 a year could be built up. Reciprocal advantages to Central Canada are obvious. Apart from assurance of a steady coal supply, it would mean great things for makers of certain foods, machinery, tools, clothing and the like in the older parts of the country. See Fish Another Item. Salt water fish is another item

on the national marketing program that is beginning to interest interior Canada very much. On the Atlantic and Pacific, Canada has the finest deep sea fishing grounds in all the world. Sea fish are popular in many parts of the country not adjacent to the ocean. Refrigeration transportation has helped to enhance that popularity. A lower freight rate will expand the area and volume of demand. The Maritime provinces were recently granted such an assistance. Central Canada as the first to benefit, will be interested in the results. No one wants to see the railways of the country operating at a loss; consistently large shipments of fish should eventually give better profits to the carriers. What goes on in respect to the Eastern and Central parts of the country, should be paralleled in respect to the Pacific and large areas of the Western interior. United States tariff laws are partly responsible for the revival of interest in the home market for sea fish. It is not the first time that Uncle Sam's big stick has driven Canada out of his markets, and compelled the seeking of new places for trade and barter. This phase may be left for argument by politicians and economists. But folks who come from Britain or have visited the Old Land, and know its love for fish and accessibility to fishing grounds, may be surprised to learn that a trial shipment of 12,000 tons of fresh sea fish from our Maritime provinces was recently landed there and found a ready sale. Other shipments have followed with success. There was active co-operation by several interests to land that fish in acceptable condition in a country that cannot be fooled about anything edible that comes out of the sea. This is no place for details about water tanks and other equipment that figured in the venture. It was, in a sense, an illustration of national marketing and its possibilities in which there are no bounds. There is that more in common between coal and fish. For Agriculturalists Too. Along comes the Agricultural Inquiry Committee of the Ontario Legislature with a report dealing primarily with its own province, but not hesitating to take in the national field. Its main recommen-



There is so much more in Canada's store-house than most of us dream of. We could supply much to our own people that is bought abroad.

ation in the interests of the farmer of Canada is a "Canadian national marketing commission" which should handle every agricultural product except grain. The latter because of its tremendous volume, should, in the Committee's opinion, be a distinct export. An all-the-year-round fast ocean vessel service to Britain, with experts there and in the United States keeping in touch with both markets; proper storage facilities at Maritime ports, and all the facilities that would be embraced in a great private business, are urged. The co-operation of organizations in all of the provinces, and of the Dominion government, which would all be represented on the Commission, is emphasized as essential to keeping up all-the-year-round exports to the British market, and the proper routing at the right time to home markets. The very simplicity of the proposals make them worthy of consideration. Coal, fish, agriculture, are links in the proposed national marketing chain. The last named of them

would probably be put first by expert students of the problem; it embodies so much of Canada's trade. The Canadian Council of Agriculture favors the principle of such marketing. It has especially considered it from the point of view of unifying the activities of the co-operative marketing agencies throughout the country. That would be a first step in any national plan, of course. One might be permitted the opinion that the next, and a vitally important one, involves the taking to heart of the lesson that no part of Canada can suffer or prosper without every other section feeling it. Fruit and Dairying. Horticulturists, or as the man on the street would say, the fruit men, are moving toward national marketing too. British Columbia folk seem to be taking the initiative in this regard; the national marketing idea is certainly wide-spread. Ontarians already know a good deal about British Columbia fruits. Some varieties are, perhaps, better known than their own. That has been brought about by energetic utra-

enterprise; nationally directed much more might easily be accomplished. The fruit growers of the East are no less alert than their Western brethren in this matter. Fruit is another Canadian product that may become better known to Canadians, as well as abroad, if and when national marketing ceases to become just a saying and is a concrete fact. There is a similar story to tell regarding dairying in which there has long been more or less successful co-operation. Canadian dairy products have made their mark in many lands. There are still wide market possibilities for them. Not so many years ago men who expressed the belief that Canada could out Denmark as a dairying adjunct of Britain, were regarded as visionaries. They are no longer so classed. The Canadian dairy can compete with any. It is up to the minute in all that pertains to cleanliness, but there are some time lessons to be learned from other countries in respect to the manner in which its products are marketed, wrapped and packed.