

POPULARITY OF KNITTED GOODS

Present Rage for Sports Clothes is Boon for Britain's Hosiery Business

At no time in its history has the British hosiery trade occupied such a world-wide pre-eminence as it does today. This is due to a variety of causes, but more especially to three. Stated in order of importance, they are (1) the trend of fashion; (2) the increasing purchasing power of the public in almost every civilized country; and (3) the temporary elimination of German competition. Of these the most potent is unquestionably the first.

Sports Clothes
For several years before the war a steady increase was observable in the use of all knitted and woven fabrics—a tendency which has been enormously accentuated since. The growing partiality of women for outdoor amusements, such as golf, hockey, and tennis, has created a veritable rage for sports coats, knitted jerseys, leather tweed mixtures in hose, tams, ties, scarves, sweaters, and other wearing apparel of the same kind. The movement, at first confined to Britain, has now spread not only to the United States and the Dominions, but to other countries as well, until orders for this class of goods are pouring in from every quarter of the globe. It is significant that where anything needed for sport is concerned all nations turn to Great Britain, whose products dominate this realm as decisively as Paris does that of dress. Time was, and that not so long ago, when the term "hosiery" connoted little besides underwear, socks and stockings, whereas today it covers a multitude of articles undreamt of until quite recent years.

British manufacturers have not been slow to realize what a magnificent field this healthy desire offers for their enterprise, states the Times, and to improve upon their earlier efforts. The more or less unsightly jersey has been supplemented by charming designs in every conceivable variety of shape and shade, which impart to garments fashioned out of wool the smartness and even the grace of much daintier materials.

Now that people have more money to spend, Great Britain's established reputation for quality is enabling her to reap a wonderful harvest. Her past policy of free imports, disastrous as it has been in many respects, has compelled her manufacturers to produce hosiery which appealed on other grounds than that of mere cheapness, and today the foreign buyer knows that, to satisfy the demands of his customers, who are everywhere clamoring for goods of a finer quality than they have been accustomed to, he must look to England.

Competitors Suffer.

This universal rise in the standard of taste, which is showing such manifest advantage on Britain's own commerce, is reacting to the disadvantage of our competitors. There is no lack of war-time American hosiery in Holland to be had cheap, but the Dutch refuse to buy it. The Japanese, too, are scattering the products of their low-paid labor broadcast, but the countries of northern Europe, the Colonies, and South America want something better nowadays, and insist upon having British goods. The British agents in every country report that the demand for more expensive qualities of all kinds of hosiery appears to be hardening. This applies both to women's and men's wear. There is plenty of lower grade stuff on the market, and of men's half hose, more especially, there is quite a fair supply of medium class goods to be had, but scarcely anyone wants them, and manufacturers in Leicester are concentrating more and more on producing hosiery of a finer quality which, incidentally, yields them a better return.

Clarence Findlay returned from Terrace on the train last evening after a brief visit with his wife and children, who are residing there. He reports a rain during the weekend which relieves the berry situation considerably.

F. Joudry, the optician and optometrist, returned on Saturday from Vancouver where he attended a convention of members of his profession. He made professional calls at Ocean Falls and Swanson Bay on the way north.

The Man in the Moon SAYS—

THAT—
Prices are falling mighty slow. It seems to me, said Brown. Like women's skirts they have far to go. Ere they are fully down.

THAT now everybody is keeping to the right why not let the police go and close all the jails.

THAT story of the 48-pound fish is rather a tame one in Prince Rupert. It would take a real old fashioned story teller to heat some of the yarns that come from some of the anglers' resorts.

THAT there is no objection to a fisherman yawning, but it is to be hoped the minister of railways was sticking to the gospel truth when he said we were to have a station and a round house.

THAT the man who compiled Wrigley's new directory seems to have been a member of the Annapolis Club, for he said the population of Prince Rupert was only 4,000.

THAT it might be wise for the City Council to prove that he is wrong by taking a census.

THAT according to Wrigley, Prince Rupert has a smaller population than Fernie, Trail or Vernon. Nelson is twice the size of the G. T. P. terminus and Nanaimo two and a half times as big.

THAT if Wrigley's representative returns to Prince Rupert there is likely to be a lynching party with Wrigley on the rope.

CONSUL'S CHILD KILLED BY FARM HAND AT SEATTLE

SEATTLE, July 26.—Mary Pappas, the ten-year-old daughter of the Greek consul, was murdered by a farm hand whom she and a companion teased. The man lost his temper and threw a pitchfork striking the child in the throat, with fatal effect. The man escaped.

There may be something you want. *See the classified column

CANCELLATION OF RESERVE.
NOTICE IS HEREBY GIVEN THAT the reserve existing over Lot 1044, Cassiar district, is cancelled.
G. R. NADEN,
Deputy Minister of Lands,
Lands Department,
Victoria, B. C.,
23rd June, 1920. 60D

WATER NOTICE (USE AND STORAGE)
TAKE NOTICE that Taylor Mining Company Limited, whose address is 607 Credit Foncier Building, Vancouver, B. C., will apply for a license to take and use 50 cubic feet per second and to store 2,500 acre feet of water out of Clearwater Creek, a tributary of the Kitzault River, which flows westerly and drains into the Kitzault river about 23 miles north of Alice Arm, in the Province of British Columbia. The storage dam will be located at the outlet of Clearwater Lake. The capacity of the reservoir to be created is about 4,500 acre feet, and it will flood about 250 acres of land. The water will be diverted from the stream at a point about the outlet of Clearwater Lake, the exact position of which will be determined after survey, and will be used for power purposes upon the territory described as an area of 50 miles radius from the Wolf Group of Mineral Claims near the Kitzault River.

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Shermen, Every Thursday, 8 p.m.
Retail Trades, First and Third Fridays.
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Gene Byrnes Says:—"It's a Great Life If You Don't Weaken."