Know Your Provincial Products - Boost B.C.

HOME OIL REAL B.C. COMPANY

Home Oil Distributors, 100 per cent B.C. owned and operated oil company, has more than 1000 families on its payrolls. Developing from a modest beginning, this company has grown steadily until it now ranks with the leading industries of the commercial life of British Columbia.

The company, as an employer of labor, is an important factor. The 1000-plus families who derive their income from the company's operation, fall into several main classifications. There is the head office located in Vancouver. Here the administrative operations of the organization are carried on. Another branch is the oil refinery in North Vancouver where men of other types of work are employed. The remmainder of the "Home Family" operate in Home gas stations throughout the province.

Home Gas' independent dealer organization is one of the most interesting phases of the company's operations. Each dealer is an individual business man. They own their stations and are responsible for its operation.

B.C. PACKERS ARE AN IMPORTANT SOURCE OF B.C. PRODUCTS

A major business in the west coast fishing industry is British Columbia Packers Ltd., which in the Prince Rupert area operates two large plants and two canneries. These receive and process a large portion of British Columbia's annual fish pack.

The company's largest northern subsidiary is the Canadian Fish and Cold Storage Co., a pioneer Prince Rupert firm which was taken over by British Columbia Packers two years ago. Its other local plant is Edmunds and Walker Ltd., and it also operates Sunnyside Cannery on the Skeena Slough and another cannery at Namu down the coast.

Southern plants operated by the company include the Imperial Cannery at Steveston, a huge industry that cans salmon and herring and handles all varieties of fresh fish. This is among the largest canneries in the world and is situated at Steveston on Lulu Island. Another cannery and fresh fish plant is Kildonan on the west coast of Vancouver Island and a cold storage at Victoria.

At Prince Rupert, both the Canadian Fish and Cold Storage Co. and Edmunds and Walker employ hundreds of men and women during the peak fishing periods, and carry a large permanent payroll even during the slack seasons.

Manager of the Canadian Fish and Cold Storage Co. is Neville Gerrard and J. C. Gilker is assistant manager. William Glass is manager of the Edmunds and Walker plant.

A marketing subsidiary of the Canadian Fish and Cold Storage Co. is the Rupert Fish Co. which markets a large variety of "Rupert Brand" sea products to consumers in Canada, the United States and elsewhere.

While Edmunds and Walker plant mainly handles fresh and filletted fish for shipment to the eastern and American market, the Canadian Fish and Cold Storage Co., which operates one of the largest cold storage plants in the world, markets not only frozen fish, but also an amazing variety of filletted and other marine foods. These fish are bought from independent fishermen, or caught by the company's own boats and brought to the plants by their own fleet of packers.

The Canadian Fish and Cold Storage Co. has branches at Seattle, Vancouver, New York,

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YOUR purchases of B. C. products and services contribute directly to the growth and development of B. C. commerce and industry. The Friendly Home Gas Dealer in your neighborhood is an independent B. C. business man, proud to serve you with oil products produced by a 100% B. C. company. Help to build the greater B. C. of tomorrow. Buy B. C. products and services today.

HOME GAS

HOME OIL DISTRIBUTORS LIMITED
The Independent 100% B. C. Company

This is a B.C. Product

"Instant Power"

for
TRUCKS
TRACTORS
BUSES
and
INDUSTRIAL
DIESEL
ENGINE
STARTING

Storage Batteries for every purpose
Automotive, Mining, Logging and Marine
MANUFACTURED BY
Coyle Batteries Limited
Head Office and Factory — 275 Industrial Ave.
VANCOUVER, B.C.

TRUNKS AND BAGS ARE MADE IN B.C.

An outstanding example of the ability and enterprise of B.C. firms is the Vancouver Trunk and Bag Limited which, within a comparatively short span of years, is now one of the top ranking few in the highly competitive national luggage field.

Made entirely in B. C., the distinctively styled items have progressively won wider national acceptance despite strong competition from eastern markets.

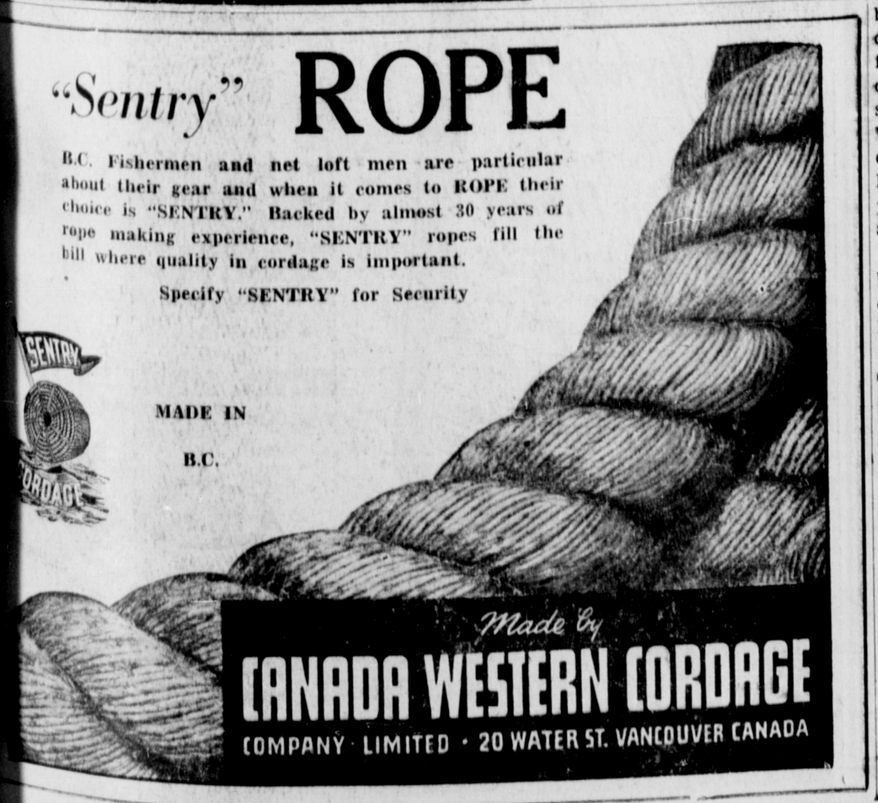
While hampered by serious shortages of many materials, this firm has determinedly carried ahead its plans for expansion and have recently completed a large plant in Vancouver, which is now rated as the most modern luggage plant in Canada. It employs at the present time over 100 people.

This is but another splendid illustration of how planning, progress and good products are building payrolls . . . and an important place for B. C. products in the markets of the world.

COYLE BATTERY MAKES PROGRESS

It was just about twenty years ago that Frank A. Coyle decided the market west of Winnipeg could be served from a western battery manufacturing plant. He decided to try his fortune in this field and with the assistance of one young man started in a small building in the west end of Vancouver. Business developed quickly, requiring a move to larger premises and in two more years another move was necessitated.

To accommodate expansion of business which has developed over the past few years Coyle Batteries Limited not long ago located in quarters at 276-290 Industrial Ave., Vancouver. This move was heralded as the latest milestone in a record of steady growth during the past two decades.

The building is much larger than the previous quarters and has ample room to take care of increased production for an indefinite period. A more efficient manufacturing arrangement is also permitted.

Assembly line procedure has been introduced for all operations from the installation of plate groups into containers and carried through to the finished product ready for shipment.