

To the Public:

September 18th, 1911

The William Davies Company, Limited, has passed unchallenged and left unanswered the general attacks and imputations made against them by various newspapers, because these attacks have been bred in political animosity. The officers of the Company have hoped that, before the cessation of hostilities against them, some newspaper, leaving the field of generalities, would make a specific statement, the falsity of which would convince the public of the dishonesty of and the lack of foundation of truth in the charges that have been made against them. They are pleased to state, The Toronto Daily Star has given them this desired opportunity by having exhibited in their office window products purchased in Buffalo and in Wm. Davies Co. Toronto Stores, the object of the exhibit being to convince the public that similar products can be purchased cheaper in Buffalo than in Toronto.

The Star has compared Wiltshire Hams and Bacon, the finest products of the Wm. Davies Co., with cheap American product bearing no trade name, which latter product would be eaten neither by the average Toronto consumer, nor by the same class of consumer in Buffalo.

The prices attached by the Star to certain of Davies' staple products are not the prices at which these same articles can be purchased in Wm. Davies Co. Stores. Whether through ignorance or maliciousness the Star representative who purchased these goods confused the total purchase value with the price per pound—that is, he purchased two or three ounces more than a pound, and reported his purchase as representing the cost per pound.

In order that the public might have accurate knowledge of the relative price situation in Buffalo and Toronto, this Company sent Mr. J. A. Nelson (their retail store inspector, who has been with this firm continuously since 1888, and who understands better than any other person in Toronto, the requirements of Toronto consumers), to Buffalo to purchase provisions which it would be fair to compare with Davies' products. He purchased from Faxen, Williams & Faxen; Gerhard Lang, and the Mohican Stores, all leading provisioners in Buffalo, the last named system of stores having branches throughout the Eastern States. The following list shows some of the prices paid by him as against the retail prices of the Wm. Davies Co.

SWIFT'S PREMIUM BACON, PER PIECE	24c	
DAVIES' BACON, PER PIECE	18c	
	BUFFALO.	WM. DAVIES CO.
SAUSAGES	12c	10c—3 lbs. 25c
WIENERS	16c	12½c
HAM BOLOGNA	20c	15c
OX TONGUE	45c	35c
ROAST LEG OF PORK	45c	35c
SLICED SIDE BACON	24c and 25c	22c
WILTSHIRE SLICED BACON	32c	27c
PICKLED PORK	16c and 20c	12½c
FRESH LOIN OF PORK	20c	18c
COOKED HAM	35c	35c
CREAMERY BUTTER PRINTS	34c	30c
SECOND GRADE CREAMERY PRINTS	29c	28c

In addition to the above, he purchased in Buffalo the following products of the Wm. Davies Co.: Davies' Back Bacon 30c per lb. in Buffalo, price in Davies' store, 23c; Davies' Cooked Beef Ham, 40c in Buffalo, price here 30c; Davies' Pork Pies, 7c each in Buffalo, price here 5c. This Company makes weekly shipments of Davies' products to Buffalo, and the above will indicate how much more the public pay for the same class of goods in that city.

The Company invites the public to an exhibit of Wm. Davies Company products, as well as the Buffalo products purchased by Mr. Nelson, showing prices as per purchase invoices, in the windows of their main store, 24 Queen Street West, on Monday and Tuesday, September 18th and 19th, and leaves the public to decide in which city the higher prices prevail.

The William Davies Company, Limited

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