

estimates and presented figures of his own which we print elsewhere in this issue. It is not our purpose at this time to criticize any of the items men-tioned by Mr. Bell as representing the cost of delivering and handling his product. We are content to deal with the totals as he gives them. But it must be admitted they reveal an in-teresting situation. Mr. Bell admits that The Standard's estimate of 35 eight-quart cans as the size of an average milk route is cor-rect, but contends that of that total. This may be open to question but, for iflustration purposes, The Standard is prepared to accept it. According to Mr. Bell the cost of purchasing and handling mik sold to wholesale customers is 62½ cents per eight-quart can, and to retailers 69½ cents the difference and to due to the cortes products for the statement is that lithe the totals as no gives the standard is prepared to accept it. According to Mr. Bell the cost of purchasing and handling mik sold to wholesale customers is 62½ cents per eight-quart can, and to retailers 69½ cents the difference and the dual is for the statement is that lithe the balance figures for the statement is that lithe the totals as a defense of the figures presented as a defense of the figures p

wholesale customers is $62\frac{1}{2}$ cents per are to be believed, they are not busi-eight-quart can, and to retailers $69\frac{1}{2}$ ness men at all. Rather have they cents, the difference between the the right to be termed philanthropis wholesale and retail cost representing whose sole desire is to serve the pub

lic regardless of profit to themselves In judging these figures it must be From today on we will set a new esti remembered that it will cost milk mate on the value of the milkman as dealers no more to handle milk today a public spirited citizen. than it did yesterday or, for that mat-

ter, for two months back, so the fig. REACHING OUT FOR BUSINESS. ures submitted by the dealers to justi-

The annual report of the St. John fy the ten cent rate can also be used Board of Trade for the year 1916, to show the serious losses the poor milkman was forced to face before the brilliant thought of boosting prices ocing next, is an interesting document

containing as it does a record of the received from his retail customers 64 board's activities for the year and cents per eight-quart can. According important statistics concerning the deto Mr. Bell's figures this quantity of velopment of commerce and industry

milk, delivered, cost $69\frac{1}{2}$ cents, so in this port. the dealer suffered a net loss of $5\frac{1}{2}$ The section of the report dealing cents per can on the transaction. As with new industries states that the Mr. Bell says twenty cans of each city has made considerable progre

The cost of milk delivered wholesale John cannot afford to be unrepresented

is fixed by Mr. Bell at 62½ cents. on the firing line." Thus we see the long suffering milk-In this connection it is interv man has been content to face a net loss of $10\frac{1}{2}$ cents per can in order that the small stores might be supolied. The proportion of a 35 can particularly ambitious project. In route sold to wholesalers, is, accord- that city a plan has been formulated plied. ing to Mr. Bell, fifteen cans and, at whereby citizens may subscribe the rate of loss per can which he has stock in a company which shall have shown, the loss on the business is as its sole purpose the upbuilding of \$1.57½ per day or, for six days a industrial London. It is intended that week, as no self-respecting shopkeep-er is supposed to vend mik on the managed as those of any other com Sabbath, \$9.45. Multiplying this pany. There will be a board of direct by six would give the approximate tors to deal with all business coming before it and an effort will be made with six such routes and it figures at to earn an interest of six per cent. on \$56.70 per week. By adding the loss the capital, although interest earning already shown on the retail business, will not be the primary object. The it can be seen that on each Saturday night the six-route mikman who is good at figures" can prove himself just \$102.90 poorer by reason of being capital of \$200,000 and . with that in the business. In the business. So much for the losses sustained up to this morning. Now what do this milk dealers propose in the way of gains? The intention is to increase the cost of milk to eight cents per quart wholesale and ten cents retail. At this rate the revenue per eight quart can is 64 cents wholesale and 50 cents retail. Mr. Bell has shown the dealer now has a daily profit of one and one-half cents per can on his wholesale business and 10½ cents on his retail business. At fifteen cans wholesale and twenty retail, this gives him the princely daily gain of 22½ amount of money in hand the direct

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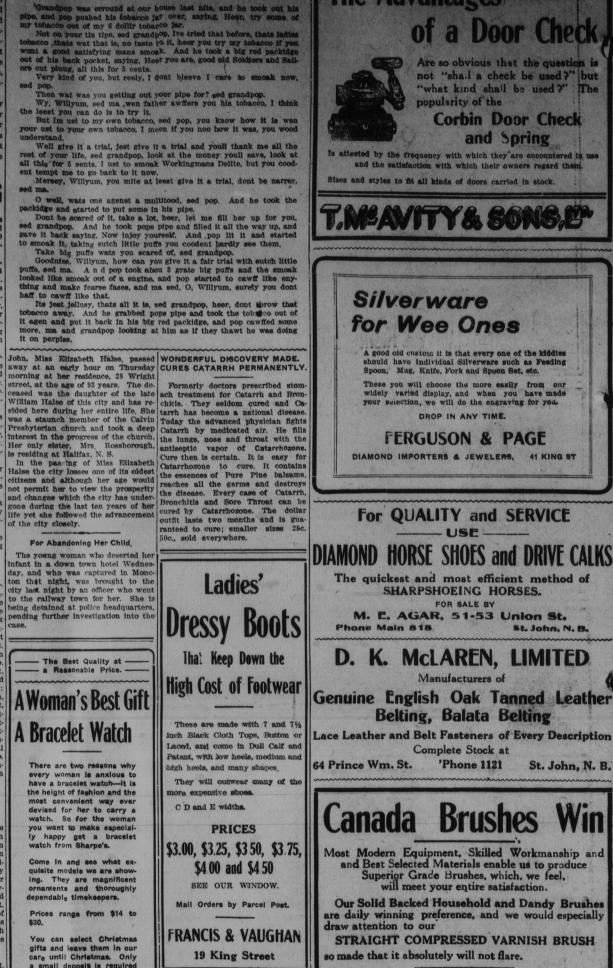
The young woman who deserted her infant in a down town hotel Wednes-day, and who was captured in Monc-ton that night, was brought to the city last night by an officer who went to the railway town for her. She is being detained at police headquarters, pending further investigation into the

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At the eight cent rate the milkman

bottling, etc

curred to him

Cigarettes For Soldiers.

Cigarettes For Soldiers. In response to the appeal for cigar-etes for lone soldiers made by a com-mitee of ladies on the West Side the sum of \$255 has been received. The ladies of the committee wish to thank all those who so generously contribut-ed not only single contributors but also those who collected for the fund. Up to the present orders have been sent to the Imperial Tobacco Co. through Mr. C. Ballie, King street, for 49,000 cigarettes to be distributed to lone soldiers in the following units: P. P. C. L. I. sit, 2nd, 7th, 10th, 14th, 21st, 24th, 26th, 60th Battalions; 1st, 2nd, 5th Sth 10th, 17th, 21st, 28th Bat-teries; N2 and Z French Mortar Bat-teries; 1st and 2nd Divisional Ammu-nition Columns; 1st and 3rd Divisional Signalling Corps; No, 3 and No, 5 Co.

Signalling Corps; No. 3 and No. 5 Co. C. A. S. C.; Nos. 1, 4 and 6 Field Am-bulance; Salvage Co., Construction Corps, and Cycle Corps. OBITUARY

Mr. Bell says twenty cans of each route are sold to retail customers the loss, always taking his figures, on the to the attempt to secure the International Nickel Company's Canadian restrictional Nickel Company's Canadian restrictions restrictional Nickel Company's Canadian restrictions restrictional Nickel Company's Canadian restrictions restriction r

Miss Elizabeth Halse. One of the oldest citizens of St.

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