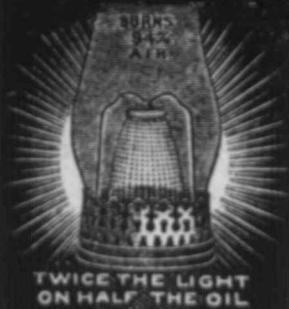


## New COAL OIL LIGHT BEATS ELECTRIC OR GASOLINE

10 Days FREE—Send No Money



We don't ask you to pay us a cent until you have used this wonderful modern white light in your own home ten days. You can't possibly lose a cent. We want to prove to you that it makes an ordinary oil lamp look like a candle. Tests by Government and 34 leading Universities show that it

### Burns 70 Hours on One Gallon

common coal oil (kerosene), no odor, smoke or noise, simple, clean, won't explode. Three million people already enjoying this powerful, white, steady light, nearest to sunlight. Won Gold Medal at Panama Exposition. Greatest invention of the age. Guaranteed.

\$1000 Reward will be given to the person who shows us an oil lamp equal to the new Aladdin in every way (details of offer given in our circular). We want one user in each locality to whom we can refer customers. To that person we have a special introductory offer to make. Yours FREE. Absolutely Free Trial Proposition and learn how to get one free. MANTLE LAMP COMPANY, 511 Aladdin Building, WINNIPEG. Largest Coal Oil (Kerosene) Mantle Lamp House in the World.

Men With Big Make \$100 to \$300 Per Mo.

Our trial delivery plan makes it easy. No previous experience necessary. Practically every farm house and small town home will buy after trying. One farmer who had never used anything in his life before writes: "I used it the first seven days. Christensen says: 'I have never seen an article that sells so easily.' Another says: '25 per cent of houses started buying.' Phillips says: 'Every customer becomes a friend and helper.' Another says: 'No money talk necessary. (Selling used.)' Thousands who are selling money-making the Aladdin lamps strongly. \$20 MONEY REQUIRED. We furnish stock to reliable men to get started. Ask for our distributor's plan, and learn how to secure an appointment and make big money in unoccupied territory. State population, whether you have rig or auto, whether you work spare time or steady, when can start, lowhouse most convenient for you to work.

## BUY YOUR FISH

### Specially Assorted Lots

Give pleasing variety without unnecessary quantity. Select preferred assortment and order by Lot Number.

- LOT No. 1.—40 lbs. assorted fish, including Halibut, Salmon, Sea Herring and Flounders \$5.00  
 LOT No. 2.—55 lbs. assorted fish, including Salt Codfish, Whitefish, Silver Herring, Jacks and Finnan Haddie \$5.00  
 LOT No. 3.—24 lbs. assorted fish, including Halibut, Whitefish, Sea Herring, Salt Codfish and Jacks \$2.50

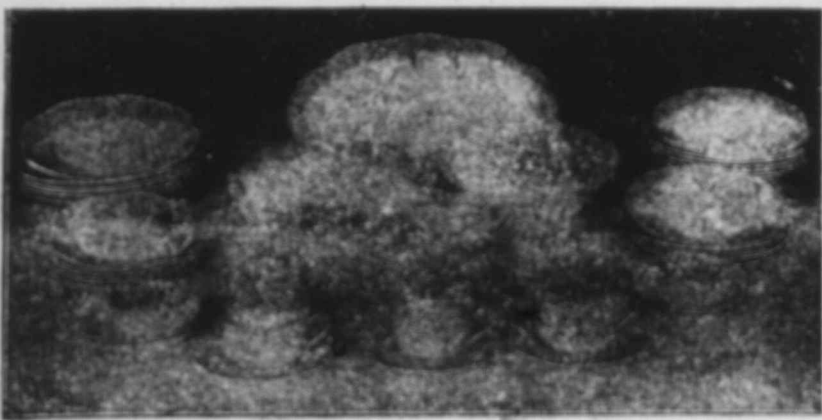
Each Lot contains about equal quantities of each class of fish, all No. 1, strictly fresh frozen and every pound guaranteed. Send cash with order. In case of prepay station, enclose sufficient extra to prepay charges or give nearest point where an agent is located.

WRITE FOR COMPLETE PRICE LIST

A copy of our Recipe Booklet "How To Cook Fish" sent FREE with every order

**THE CONSUMERS' FISH CO.**  
 Winnipeg — — — — — Manitoba

## Would You Like a Dinner Set Like This?



The picture is from a photograph and shows you the pieces as they appear set out on the table, but in the small space here we cannot begin to do justice to these beautiful dishes. To appreciate them you must see and handle them. They are of the finest English Semi-Porcelain, made in a distinctive shape and decorated in delicate shades of blue and pink, with fine gold border. The set consists of: 6 Dinner Plates, 6 Bread and Butter Plates, 6 Tea Plates, 6 Soup Plates, 6 Fruit Saucers, 6 Cups, 6 Saucers, 1 Gravy Boat, 1 Salad Bowl, 1 Large Meat Platter, 1 Covered Vegetable Dish—A total of 47 pieces.

**OUR OFFER** The Guide will give this set free and express charges prepaid to any woman who will collect twelve yearly subscriptions (new or renewal) to The Guide at \$1.50 and send the money collected and the names and addresses of the subscribers to The Guide office. This is not one of the ordinary cheap dinner sets that are generally offered as prizes. The price of dishes has increased considerably since the commencement of the war, but by making a special purchase The Guide is able to put this set within your reach for only a few hours work. We have only a limited number of these sets left, and if you want one you had better act at once. You take no chance because if you do not secure the full number of subscriptions required, we will pay you a liberal cash commission or will give you some other prize. Fill out the coupon with your name and address, send it to The Guide office and we will send you full supplies and instructions for collecting subscriptions. With our assistance you will have no difficulty in winning this beautiful set. Mail your coupon today.

**Grain Growers' Guide**  
 WINNIPEG

**COUPON** Jan. 24, 1917  
**THE GRAIN GROWERS' GUIDE, WINNIPEG.**  
 Please reserve for me one of your English dinner sets and send me full supplies and instructions for collecting the 12 yearly subscriptions necessary to secure this prize.  
 Name .....  
 Post Office .....  
 Preface .....

## Co-operative Fruit Growers' Exchange

Continued from Page 7.

Exchange, and acts as a medium through which the business affairs between the Exchange and the local associations are handled.

The district exchange usually represents the associations in marketing the fruit; it co-operates with them in bringing about better handling, better packing, and a desirable merchantable product. The district exchange informs itself thru the California Fruit Growers' Exchange and in other ways of all phases of the citrus marketing business, places the information before the associations, receives the returns for the fruit direct from the agents, and pays the proceeds to the associations after deducting the cost of operation.

### The Central Exchange

The California Fruit Growers' Exchange furnishes facilities for the distribution and marketing of the fruit by the district exchanges. It places its own exclusive, bonded agents in the principal markets of the United States and Canada. These agents, in addition to the duties already outlined, co-operate with the jobbers and with their travelling salesmen in developing a wider distribution. They encourage the sale of the fruit to the retailer at a reasonable margin of profit. The Exchange agents co-operate with the retail dealers in developing attractive displays to attract the consumer. They encourage the jobbers and retailers to advertise locally, and they are working in other ways with leading jobbers and retailers to develop better methods of selling.

The growers and shippers, thru their associations and district exchanges, regulate and control their shipments. They determine the conditions under which the fruit shall be sold outside of auction markets, ship at the time and in the amount they desire, determine to what markets the fruit shall be consigned and where it shall be sold, and, outside of the auction markets, designate the price they are willing to accept. The central exchange has no power, it could not legally under the federal statutes fix the price at which the fruit is to be sold in California or in the markets of the country, or arbitrarily handle the diversions of destinations whereby prices are fixed, trade restrained, territories divided, output limited, or unfair methods of any kind practiced. Every car of fruit which the Exchange member handles thru the facilities furnished by the Exchange, sells on its own merits at the price at which the shipper and the buyer are mutually agreed.

### Losses in Thirteen Years

In a period of thirteen years the California Fruit Growers' Exchange has returned \$192,500,000 to the growers in California. It has lost thru uncollected bills, the failure of jobbers, losses in mishandling of funds, or in the mails and in all other ways, two-fifths of one one thousandth of one per cent. of the money returned to California, or less than \$8,000. The total cost of the Exchange system, including the agents, the central exchange, advertising, the collection of claims, and all expenses of every kind, including the district exchange, is approximately one and three-quarters per cent. on the gross car lot prices. This is the lowest marketing cost of any agricultural crop, so far as is known, in any part of the world.

There are few American industries that have been benefited more by the application of systematic, organized business methods to their problems than the California citrus industry. Until recently its investigations ceased with the production of the fruit and with its distribution to the jobbers of the country. But as the prosperity of the industry always waits upon the increase in consumption of the fruit at prices profitable to the producer, the industry has undertaken an investigation of the distribution after the fruit reaches the market in order to see how the handling of its own problems can be improved, its co-operation with the jobber, the retailer and the consumer be made more effective, its advertising more direct, and the wastes of distribution elimin-

ated. The distribution of the nation's food supply is far more complex than the problems of production, because of the intricate, interwoven relationships of transportation, finance, the assembling and distribution to the consumers after a product reaches the market. The standard of living of Americans has changed radically in the last generation, and the demands of the consumer impose a series of conditions upon the distributing agencies that are increasingly complex.

### Cost of Distribution

The investigation of the distribution of the citrus fruit crop has been made in the principal cities of the United States and Canada thru the co-operation of the jobbers and retailers with agents of the industry located in these places. It has not yet been extended to the rural districts.

Taking the thirty representative markets as a whole, including something like 10,000 reports extending over the years 1914 and 1915, the factors entering into the consumer's dollar are as follows:

	Per cent.
Retail distributing cost (gross)...	24.9
Jobbers' distributing cost (gross)...	8.1
Growers' selling cost .....	1.3
Freight and refrigeration .....	17.6
Packing cost .....	6.0
Cost of picking and hauling to packing house .....	1.9
Proportion returned for fruit on the tree .....	40.3
	100

### Handled by Jobbers

The Exchange does not sell the fruit to the retail dealer, because it would cost the grower more to perform the function of the jobber if a wholesale distributing system were to be built on a single perishable crop that is variable in supply and condition and subject to climatic disaster, than it now costs thru the jobbing system already established. The jobber performs a distinct function that must be performed by someone in assembling the fruit in the towns and cities, in developing trade with the countless retail dealers in the rural districts and cities, and in blanketing the credit and other distributing risks for the producer. The Exchange fruit is handled by 2,500 carlot jobbers, who employ at least 7,500 travelling salesmen in pushing and developing trade in the small towns and rural districts. The expense of an average travelling salesman is approximately \$3,000 per year. The fixed charge of the jobber includes store rent, carting, interest on capital invested, insurance, taxes, salaries, wages, cartage of fruit, repacking and losses from decay, credits, bad debts, travelling salesmen, and other overhead expenses. These charges must be incurred by an organization that assembles the fruit in the cities, distributes it to the retailers and develops a country trade. The jobber also acts as a banker for the retail dealer, and supplies a large proportion of the capital which the retail dealer uses.

To operate economically, the fruit jobber has to distribute the overhead charge over a number of perishable products, including citrus and deciduous fruits, bananas, pineapples, small fruits, potatoes, vegetables and other commodities, because a wholesale distributing business or a retail business cannot succeed when the entire overhead is charged against a single perishable crop. A disaster, like the freeze in 1913, would have bankrupted the citrus industry had the growers been liable for rents, salaries, and the fixed charges necessary to a wholesale distributing organization. The Exchange is endeavoring, thru co-operation with the jobbers, to reduce the unnecessary cost of distribution. The jobbers' gross margin, including all overhead charges and profit, represents approximately 8 per cent. of the consumer's dollar, or an average mark-up of approximately 14 per cent. on the purchase price. The jobbing cost varies in different sections of the country, just as the Exchange cost varies. The jobbing cost depends on local business arrangements and conditions, the size of the business, the size of the city and outside territory covered, and largely on the grade and soundness of the fruit which is bought. Uneven distribution by the producer.