THE WEEKLY ONTARIO, THURSDAY, MARCH 2, 1916.

convictions of right and wrong and he lways aimed to choose the right. He was aimable in his associations genial

nd if he could not speak well of any

ne he never said evil of them. His

hope was strong and he had an abid-ing faith in the future. In July last he disposed of the business he had successfully canducted at Bednersville

long with his position as Postmaste hinking a rest might do him good, he

had been subject to frequent attacks of Nephrites from which he had suff-

ered a good deal but he bore his affli

ation with that christian patience

nd fortitude his most intimate

came he was ready, his house was in order and he peacefully passed to his long home. The funeral took place

from his late residence at Redners

nducted at the Methodist Chu

by Rev. R. L. Edwards. The Altan

ent bore ev

teem and affection in which John M

Chislett was held by all who knew

which he was Secy. for years, the order on Foresters and Royal Temp-

The bearers represented the Masons Oddfellows and church officials.

lars. Rev. Mr. Fdwards' discour

ville on Feb. 24th 1916, service be

e heavily draped, and th

friends did not realize the serious

of his illness, but when the sum

d upright in all his busines dea



By JAMES H. DeLAMERE (All Rights Reserved.)

"Somebody must cook, and somebody must serve" once remarked the late Elbert Hubbard in Tha Fra, "otherwise all of us would have to do the thing ourselves, and then all our efforts would be taken up in the search for eats, and we would inced to the occupation of the cave-men,

is a great system of oes the thing he can do for the good of all. So, any man who does a ervice for humanity should not be classed with the -although he be a middleman."

The "middle-man" is any merchant, or broker, or person who handles the product of the producer efore it reaches the consumer. In other words he is the producer's salesman, for example: A farmer has ten tons of hay; 500 bushels of wheat, corn, potatoes or other commodities to sell. Now we know the farmer can bring this stuff to town, haul a load of hay in and stand arond all day looking for a buyer. He might perhaps sell it to you or I if we happened to be looking for hay, at the same price the middle-man would pay him.

But suppose he doesn't happen to sell it that day, it must be either hauled back to the farm or else he must stop over night at the tavern and pay for his team and his own lodging. In order to protect himself, he must necessarily add this ex-penditure to the price of the hay, as it is one of production and selling.

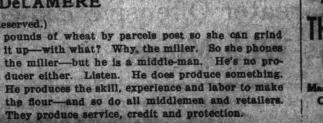
The Modern Way of Selling.

But this method is too slow, too crude and too antiquated for the modern tiller of the soil. Re-member he isn't a "reub" any more. The farmer of today is some thoughful, thrifty person, so he goes nission merchantto the co ntracts to take over the whole or any part of the farmer's produce, agreeing to sell it in the open market, either to the grocer or consumer, through his salesmen, and for which service he charges the thermer a certain percentage upon the amount of money the goods will bring, which percentage usuint of illy ranges from five to ten per cent .--- or rather, an

average of 7 ½ per cent. Now, if the goods are not sold at once, they must placed in storage which adds another item of ense. There might not be a demand that day, they must be kept in good condition until the oes arrive when people want We Need the Middle Man.

I a recent address before the Wholesale Grocers America, the late Mayor Gaynor is quoted to have

"It is all very easy to talk, but when you come to analyse the complex affairs of life, then you have to measure your thoughts accordingly. The fact of the matter is this. In the cities we have to buy by the pint, quart or peck. If I have a barrel of ap-ples someone has to keep them for me.



e Retail C

The retail grocer is a pretty serious bu man an da hard working public servant. He is down closer to "hard-pan" thna he ever was in his life before, and to charge him with the high cost of living is unjust. On the contrary, he should be commended for his courage. Here's an instance. 100 pounds of sugar costs him today \$6.75. This he weighs out to his customers in pound lots, puts it in paper bags, ties it with a string, delivers it to your house-and the highest price he can get for it over the counter right now is 7 cents the pound. You might not know it, but it costs the grocer

at least 15 per cent. to operate his store. Taking this sugar argument as a basis, and he is actually out of pocket-and the profits are not great in any of the food lines. I think the retail grocer is a public benefactor, and he is kept from his proper position only because he is working fourteen hours a day contriving methods that will please his patrons. and assist them in keeping down unnecessary ex-penses, without going to the wall himself.

Food products will always be sold largely through jobbers to the retailer-because it is the economical way. It is a tremendous machine built up at great pains-taking risks all the time, and getting a very small percentage of the profit for the effort it puts into the service of the consumer.

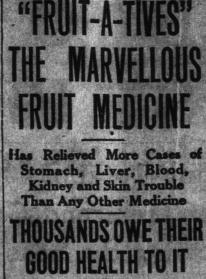
The Cold Storage Man's Side.

Much has been said pro and con regarding the Much has been said pro and con regarding the part the storage man plays in this cost of living era. Take the matter of storage eggs as an example. I recently put the question up to one of the leading storage men of Ontario, and he said:

"It is my opinion that oftentimes the consumer is to blame for insisting upon getting fresh eggs when they are asked for, and very few folks really comprehend the situation as it really exists.

"Fresh eggs generally appear early in the year, metimes as early as January when the weather le but, as a rule, a This lasts about sixty days, when the supply gradu-ally dwindles, so that in moulting season practical-ly no eggs are produced—continuing until the

"It is during the flush of production that eggs are gathered and quickly placed in specially pre-pared cases, after being graded; small and dirty ones being rejected, and the high grade eggs of the "first flow"-and cool weather eggs-are put in cold storage warehouses where the temperature is close to freezing point, where they are kept for months with so little d expert could detect a change in quality-if there be any. "Now, as to the persons storing these eggs, no such thing as 'an "egg trust" exists. It requires millions of dollars to handle the, products of this country, and necessarily men of means must invest or lose the money. The fact is, the owners of these eggs, are often glad to part with them at a five per cent. profit, after paying interest, storage and insurance.



Made From The Juices of Apples Oranges, Figs and Prunes Combined With Tonics and Antiseptics. 'Fruit-a-tives" means T

ong without these worderful tab him. The example he has left on rec-ord may profitably pe followed by all

"FRUIT-A-TIVES" is excellent for Indigestion, Dyspepsia and Sour Stomach. 'Fruit-a-tives' is the only certain remedy that will correct chronic of us. He was a member of Lake Lodge A. F. & A. M., C. O. O. F., of Constipation and Liver trouble. 'Fruit-a-tives' is the greatest Kidney

Remedy in the world and many people have testified to its value in severe cases of Rheumatism, Sciatica, Lumbago, Pain in the Back, Impure Blood, Headaches, Neuralgia, Pimples, Blotches and other Skin Troubles.

"FRUIT-A-TIVES" has been one of the great successes of the century and the sales are enormous, both in Canada and the United States. 50c. a box, 6 for \$2.50, trial size 25c. At all dealers, or sent postpaid on receipt of price by Fruit-a-tives Limited, Ottawa.

IN MEMORIAM

THE LATE JOHN W. CHISLETT

Written by Our Ameliasburg Corres

It was with feelings of regret and porrow the many friends of John M. Chislett formerly merchant at Red-nersville, learn d of his death, which took place after a short illness at the nome of his daughter Mrs. J. F. Hep-ar, Narberth, Penn. U. S. A. on Feb. 1011 1916. The jate Mr. Objelett was

ent the week-end with Miss W. Fosorts from which he received an sports from which he fetered an in-jury to the knee which gave him con-siderable disconfort at times for many years. On the 26th of April 1876 he married Ella Louiss Garrett daughter Pte. Edison Campbell is confined to the house with munips. Mrs. R. Jones spent a couple of days ast week in Trenton. of the late Stephen Gwrett of the City of Belleville the marriage Ceremony being doly performed by the Rev. Wm. Briggs the postor of Bridge St.

Last Sunday Anniversary Services were conducted in the Methodist church by Rev. Mr. Limbust of Bloom-field, and Monday evening a Tea ting was held in the Town Hall.





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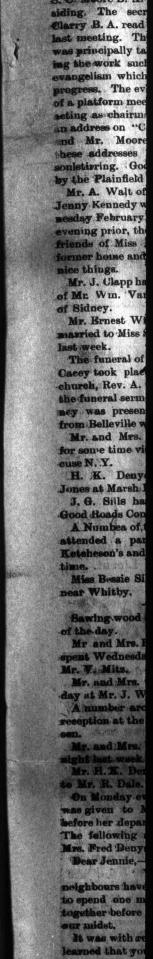
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News

The Belleville

The chairman

S. C. Meore B. A.

(hurch) held their

ZION

Lendon and Rome they are talking about it just the same as we are over here. The trouble with ces is, that we are all trying to get them. borer is trying to get the highest wages pos hle. Everyone with anything to sell tries to get all he can-and then someone goes upon the rosrum and abuses high prices! It is my belief that the doesn't believe it at all."

The period of high prices and increasing prices is now, and always will be, the period of progressio perity. Wait for twenty-five years, or less, until the period of falling prices and low prices sets in. Then you will see hard times, and you will have on to complain.

Buying From the Producer.

There is an alluring sound to this "from the ducer to the consumer" talk, but any food conrn today selling to the consumer and eliminating he wholesaler and retailer, must, and does get the same of a higher price for the commodities than the consumer pays the retailer. This is beause the selling and delivering expense is so much creater per pound of product than it is through the meral channels of trade, for the retailer can deliver cheaper under the present conditions.

Everywhere we hear people planning the milim when the producer can send his products direct to the home and cut out the middleman. This ounds good, but for sake of illustration, suppose we disregard the jobber and retailer. Put them out of business along with their great warehouses and stores, wipe out their taxable values. Who pays then? Why the consumer, and he pays well, too.

Tell me, how are you going to get your products from the farm? By the railroads, you say. Wait. The railroad is a middleman. It doesn't produce any goods, but it is a necessity, so we've got to have

Now, we've wiped out the wholesaler, the job ber and the retailer. Mother wants five pounds of flour. She writes to the farmer to send her eight

So it will be seen that in the handling of goods, other expenditure is added to the cost of production, and this you and I have to pay for-all of which is right and proper and in strict accordance with the principles of trade and commerce.

There are many things we are today purchasing for the same, or less money in proportion, than we did ten years ago. While the cost of producing flour has materially advanced, we are not paying proportionately for our bread—and this is particularly true in Belleville.

Gilbert's Bakery, while not the largest in On-tario, is, nevertheless, one of the best and most efficiently equipped baking plants in Canada, and, with the new improvements which are now being made together with the installation of modern nechanical appliances by means of which human hands will never touch the bread at any stage of the baking. This concern will be a notable credit to the city.

Mr. Gilbert serves nearly 800 homes in Bellaville and vicinity every day. This bread is wrapped in wax paper to protect it from dust, dirt and carelessness in handling-a big, full-size loaf of goodness-for five cents the loaf. Toronto, Montreal and other towns pay six, seven and eight cents. Evidently there's little use for a "bread line" in Belleville.

Next week's article will tell you how bread is baked in a modern bake-shop. It is entitled "The Art of Bread Making."

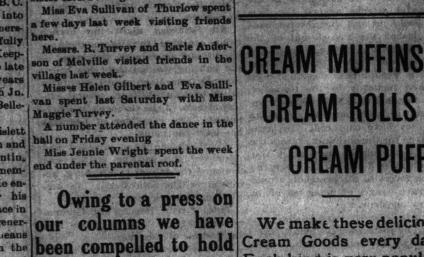
After completing his High School ducation at Port Hope he came to selleville and graduated from O. B. C. Miss Effa Campbell is visiting her sister Mrs. F. Wight, Gilead. nd up until the time he enter the Merchantile business at Reduerstille some 23 years ago he succ followed the profession of Book Keep-ing. He was in the employ of the late L. Yeomans for a number of years ntinuously for 19 years with Jn. Walker hardware merchant of Belle-Early in life the late Mr. Chislett ecame identified with the church and up to the time of his death he contin. ned to be an earnest and f ithful memper of the Methodist Church. He en

tertained a deep affection for his church and all the means of grace in connection with it. He was a generous and cheerful giver to every mean and call for assistance to proclaim the glad tidings of Salvation either at home or in the heathen lands. He Over a number of our felt that he had a duty to perform and he cheerfully did it. The charge correspondence. can never be laid against the late John M. Chislett that he did not practice what he preached, during the number of years he resided in Belleville both The 18th episode of the great pho toplay serial "The Broken Coin" is announced for presentation with The be and Mrs. Chislett were valuable members of Bride St. choir, the same deep interest they took in singing songs of praise they manifested in all other branches of chuich work. Tak-

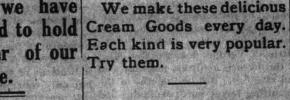
other branches of chulch work. Tak. be pleased on the same program in a beau ing up their residence in Rednersville pear on the same program in a beau tiful southern romance entitled "A Kentucky Idyll" besides the abov he same zeal they had shown at offerings two sparkling comedies will Belleville and during the past 23 years also be presented. the late Mr. Chislett has Leen a pil lar of strength to the church and it will be many years until one will be found to fill his place. He honored the church and the church honored him, he filled with credit to himself the positions of Ass't Supt., Class leader, trustee, sfeward, Secretary of the S. S. and other positions of honor During the past 23 years he was leader

of the choir and to himself and family the congregation owe a debt of gratitude they can never repay for the valnable services so cheerfully rendered The social given in the Academy last under many obstacles and sacrifices.

evening by the ladies of Murney and Coleman wards was a great success actor, he made friends wherever he socially and financially. Great credit is due to the ladies in charge, who always work so well and agreeably therein of his death. He held strong



DIADDS



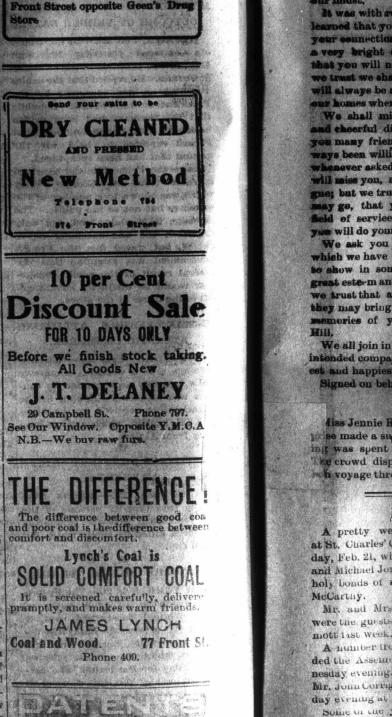
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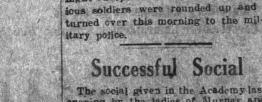
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McCarthy. Mr. and Mrs were the guests mott list week. A number tre ded the Assem nesday evening. Mr. Jonn Corri day evening at Some or the tous a surprise Mr. anu ala. J. evening of h goou ume. Mrs. J.

The more printing that you buy of us, the better we will both be satisfied .- The ONTARIO Presses, "ON TIME AND RICHT."



together

Successful Social

Police Circles

All was quiet in police circles las

night except that two or three hilar