

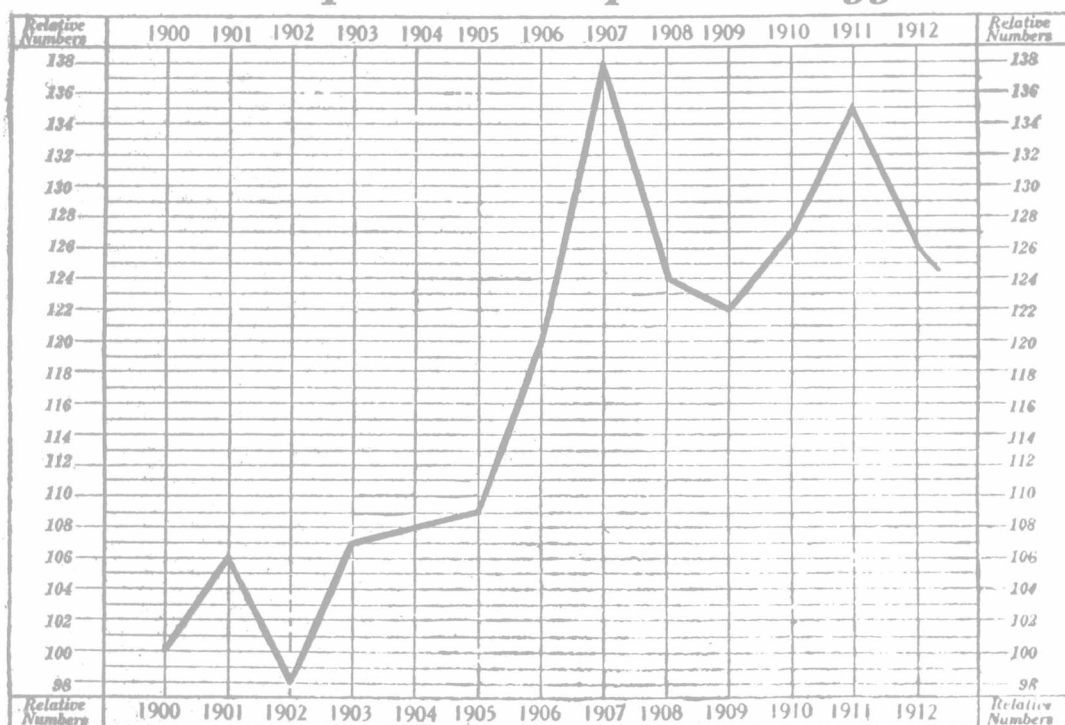
does so. The extra cost or excessive cost of deliveries as stated, is added directly to the consumer's price, so also are the bad debts, hence all consumers who wish to help in a solution for the High Cost of Living should pay cash and force the middleman to make those who demand credit pay a sufficient increase over the cash price to take care of all bad debts, etc., etc. As it is today, the honest buyer has really to pay for more than his own goods. If this is true why not find out how much you are responsible for the present conditions, and how much you can personally do to remedy the trouble or evil, as we may rightly call it.

As we have mentioned the apartment house, let us deal more fully with this. Every one who has lived in an apartment house or visited friends there, knows that it is not the fault of those who live in these aptments that conditions are not more adequate for them to keep proper stores of

the producer gets and what the consumer pays. Furthermore, a great deal of information would be gained by the exchange of ideas, if housekeepers would cooperate in ordering their supplies and do so systematically. It would mean a saving of from 15 to 25% in various charges, and added to this, if all would buy for cash, it would eliminate a great deal of the waste which has become so large a factor in the High Cost of Living and these factors combined make it really worth while, as consumers, to give them our serious consideration from an economic point of view.

After all, the consumers are not the most to blame for their lack of knowledge of food products, because they have no standards to study or use as guides in making their purchases. This is where our Governments should play their part and while trying to help the producer the consumer should not be overlooked and any educational progress made with the consumer would soon

Per Capita Consumption of Eggs



This chart shows the increase in the per capita consumption of eggs in the cities of the United States and Canada. The average urban person now eats an egg and a quarter for each one he ate in 1900

perishable food supplies, even if proper standards were recognized and available. Very few apartment houses today have any equipment where these food products can be kept in sufficiency, and particularly is this a misfortune where so many live under one roof, where ideal conditions could prevail if properly worked out on a sane cooperative basis. Usually each apartment has a small pantry and a small refrigerator. Often the latter should not be called a refrigerator because perishable products cannot be kept in its food chambers in a sanitary condition, owing to the lack of proper circulation of cold air. Tenants therefore find themselves in the position that they have to live from day to day, and this coupled with the anxiety for business on the part of the middleman has created a supposedly free delivery system, which in a large measure is responsible for the difference in prices between what

reflect itself on the market which would be the greatest possible help to the producer and dealer. Until our Governments move in this direction, the greatest results for the money expended will not be obtained.

It is an easy matter to find fault and even to make statements that may read well, without any effort being made to prove them. It has been said that 99% of the public believe or accept as right the principles that are advocated to meet modern conditions, and that only one per cent. have the personal courage or ability to work out ways and means of their own that will meet their individual circumstances. It would almost seem that this statement could be borne out in regard to the High Cost of Living. From year to year this has been a theme for discussion, and newspapers in general have taken the matter up periodically, some attributing one