# DOUBT

Flies in the face of these offerings.

KINDLY REMEMBER

## W. R. GOOBIE

Is Just Opposite Post Office.

**Ladies' Serge Dresses.**

Serge and Satin Dresses know no season and just now we can offer you good values while they last; broken sizes.
at $5.88

**Enamelled Coffee Pot.**

No utensil in the kitchen gets so much use as the coffee pot; use this long wearing high grade enamelled pot—easy to keep clean. Only three dozen, one to a customer.
39c. each

**Dark Blankets.**

Not often you get them full size by the pound. Our prices average 69c. to $1.19 for a Blanket.

**Toilet Paper.**

Good White bleached paper. Our price
2 Rolls for 15c.

**Bargain.**

We have a small quantity of Ladies' Blouses, White; scarcely two alike all sizes.
Our price 78c. each

**Ladies' Silk Dresses.**

This is a good chance to get a nice smart Silk Dress with Georgette sleeves for . . . .$10.88

**Men's Khaki Shirts'**

This Shirt makes a man feel at home when he is at out-door work; good and strong. We have only 58 of this Shirt in stock; we will not sell more than 2 to a customer at this price
$1.29 each

**Sheets.**

In Sheet lengths and larger. Average
98c. to $1.39 each

**Cups and Saucers.**

A nice Rose pattern
for 21c.

**Scrub Brushes.**

Hardwood handle, with white bristles . .10c. ea.

**Cleanser.**

Not often you can get 6 tins for . . . . . .25c.

**Rubber Cement.**

in tubes; a good Cement. Only . . . . .10c.

**Saucepan.**

Lipped with strong handle. . . . . .29c. each

**Boys' Hose.**

Good strong School Hose . . . . . .59c.

**Ladies' Hose.**

Dark Brown Cotton Hose . . . . . .29c.

**Men's Handkerchiefs.**

A good White Lawn hemstitched. . .20c. each

**Wash Boards.**

A timely offering of Wash Boards; good value. Our price . . . .59c.



# Spring Showing
of
# Dining-room Needs!

Delightful Golden Oak, or the more dignified Fumed Oak are here used in some of the most charming Dining-room Furniture we've ever handled. Tables, Chairs, Carvers, Buffets, Cabinets—everything needed to make a perfectly appointed dining-room—in beautiful designs are now to be seen in our Furniture Showrooms.

If your dining-room looks worn or shabby, let us give you special prices on Dining-room Furniture. Any single piece sold.

**U. S. Picture & Portrait Co.**
St. John's.


Forty-Three Years in the Public Service--The Evening Telegram

## Group Marketing of Farm Products.

CALIFORNIA EXPERT DETAILS SUCCESS OF CO-OPERATIVE SYSTEM IN U.S.

(Toronto Mail.)

Describing the success of the co-operative marketing in California, A. Sapiro, of San Francisco, one of the founders of the system, declared that thousands of farmers and cotton growers, who less than ten years ago were practically penniless and lived in a condition of poverty, are to-day the most prosperous group of farmer in the United States. The movement of California, which had its origin in the formation of co-operative organizations, composed chiefly of farmers, he said, had extended to fruit and cotton growers and had been responsible for the creation of better profits for the producers who readily recognized that the principles of the system properly applied served to minimize the dumping of vast quantities of produce which from a financial viewpoint proved disastrous to the farmer and beneficial to the speculator who in turn "squeezed handsome profits out of the retailer and the consumer." Mr. Sapiro argued that it was in the interest of the consumer to get behind the farmers who are courageous enough to adopt the principles of co-operative marketing, adding: "The man in the city must help the farmer to become prosperous. The farmer must do his level best to bring himself up to the same plane of efficiency and organization such as characterized the promotion of the large and influential corporations of the world."

Mr. Sapiro described the success attending co-operative marketing in many of the leading European countries, many of which are extending their markets to this side of the Atlantic, to the detriment of the farmers of Canada and the United States. Mr. Sapiro said that before the cotton growers of South Carolina adopted the principles of co-operative marketing the average net income of a grower was less than $300 a year. He explained that for twelve years the farmers had experimented with various systems of co-operating in marketing their products, finally realizing after numerous hard bumps that co-operative marketing by commodity and not by locality was the proper method to pursue. Under the system of local organizations the danger of the producers was to glut the market which offered the best prices. The system proved disastrous. Eventually these organizations merged into one big federation which served as a clearing house. He declared that the farmer who fails to realize that the marketing of his products is a group problem will be a failure all his life.

**Danger of Glutting Market.**

"The speculator is not always to blame," Mr. Sapiro emphasized. "He merely stands aside while the producer overloads the market unconsciously, thinking it to his advantage to make big shipments which ordinarily under sane business principles as applied by a large corporation would be distributed over a period of time. The farmer is the big loser, which causes him to wonder why. The answer is simple—he lacks the knowledge of how to market his produce systematically and to his advantage financially. The heavier the market is glutted with any particular commodity the more individual millionaires he creates in the cities. The latter take advantage of the cold storage plants, and when the proper time comes the products are marketed at big profits."

Mr. Sapiro explained that the California farmers and fruit growers had made rapid strides in the matter of raising the grade of their products as a unit of successful merchandising. While taking care of the needs of the markets in Canada and the United States they had also reached out for new markets in European centres," with which they traded as a group and not as individuals. Their success was due mainly to abandoning the old system of quoting prices at the point of production. They had discovered that in marketing their products to the best advantage they benefitted largely by consideration of supply at the point of consumption. The speaker detailed the wonderful achievements of the egg producers' association in this connection and showed that eggs shipped from California to New York brought three cents a dozen more than the prices paid for eggs produced on Long Island. The same argument applied to oranges, prunes, figs and other commodities shipped to Canada. Mr. Sapiro emphasized the importance of the producers being honest in their efforts to provide for consumption the best article possible.

The speaker went on to explain that the consumers benefitted through the system of co-operative marketing which, he declared, had created hundreds of thriving communities in California, which previously did not even possess proper schools, churches, or places of amusement. Merchants welcomed the formation of associations in their communities when they realized what had been accomplished in neighboring centres. "It is a difficult task to find a poor farmer in California," Mr. Sapiro added. "The new system of doing business has improved living conditions in the farm home, in which you will find all the latest methods of living, all the things that indicate good, clean recreation as well as comfortable living.

**War on New Markets.**

In introducing the speaker, Hon. Manning Doherty, Minister of Agriculture for Ontario, said that he hoped to see the system put into effect in the Province at a very near date. If it had proved a success in California there was no reason that that success could not be duplicated in Ontario. The Minister predicted that the time was most opportune for the farmers of Ontario to do a little experimenting along co-operative marketing system lines, remarking: "The next few years is going to see a war among the nations for new markets. If we in Ontario and the rest of the Dominion hope to accomplish anything there must be greater production, reinforced by the farmers establishing a safe, sane, co-operative organization as channels through which to do business with other nations of the world."

Premier Drury declared he was interested in the movement because it would bring about a better condition for the tiller of the soil and the grower of all kinds of produce. He considered the movement of great national significance to the farmers of Ontario. "If Ontario is to go ahead in the production of wealth," he said, "we must have more people on the farm, more intelligence on the farm, more production and more prosperity. The farmers of Ontario have got to get down to the basic principles which underly the system of co-operative marketing, if they ever hope to accomplish anything. If Ontario farmers adopt the system, it will shatter the handsome profits piled up by speculators. But I don't think the consumers will offer him sympathy because they likewise have to pay part of what the speculator tacks on."

## From Cape Race.

Special to Evening Telegram.

CAPE RACE, To-day.

Wind south, light, with dense fog, scattered ice everywhere; the steamers Rosalind passed west at 11.35 a. m., Mapledawn at 1.30, Sisto at 2 p. m. yesterday; nothing heard passing to-day; Bar. 30.00; Ther. 45.


**The Joy of Living.**

When you waken with no appetite, a dread of the day's work and your head heavy, your digestive organs are probably calling for just the help which Mother Seigel's Syrup can give them. The medicinal extracts of more than ten different roots, barks and leaves restore the natural healthy action of liver and stomach. Meals are enjoyed, that tired feeling disappears, and you know the joy of living. Sold in 50c. and $1.00 bottles at drug stores. 19-321



AT THE MAJESTIC THEATRE TO-DAY.

# VIOLA DANA
## Please Get Married.

Extra Attractions,
MR. STANSFIELD SINGS TO-NIGHT.
BRANDED 4.
Episode 11.
OVERTURE—NO USE CRYING
(If Your Sweetheart Goes Away)

## Dad looks Worried About a Suit for His Boy!

Why worry, Dad, when you can get a Suit that will be of the best material procurable for the money.

**Local Suits, English Suits and American Suits. You will find them all here.**

**LOCAL SUITS**

MIXED GREY TWEED, plain back, short pants . . . . . Regular $30.00. Now $20.35
DARK STRIPED TWEED, plain back, short pants . . . . . Regular $27.00. Now $17.60
DARK GREEN TWEED, plain back, long pants . . . . . Regular $24.00. Now $14.00
NAVY BLUE SERGE, plain back, long pants . . . . . Regular $24.60. Now $14.60
DARK STRIPED TWEED, plain back, short pants . . . . . Regular $19.00. Now $10.80
DARK STRIPED TWEED, plain back, short pants . . . . . Regular $21.00. Now $11.00
NAVY BLUE SERGE, plain back, short pants . . . . . Regular $20.00. Now $12.35

**ENGLISH SUITS**

BROWN TWEED, plain back, short pants (3 pieces) . . . . . Regular $23.70. Now $13.60
DARK GREY TWEED, plain back, short pants (3 pieces) . . . . . Regular $23.00. Now $13.60
GREY DIAGONAL TWEED, plain back, short pants (3 pieces) . . . . . Regular $22.00. Now $12.80
LIGHT BROWN HERRING BONE TWEED, Norfolk style . . . . . Regular $16.00. Now $ 8.80

**AMERICAN SUITS**

MIXED TWEED, plain back, short pants (2 piece) . . . . . Regular $20.00. Now $12.00
DARK MIXED TWEED, plain back, patch pockets, belted all round . . . . . Regular $23.00. Now $13.60
FANCY MIXED TWEED, plain back, short pants, belted all round . . . . . Regular 15.00. Now $ 9.60
MIXED TWEED, plain back, belted all round, long pants . . . . . Regular $32.00. Now $20.00

# ANDERSON'S,
WATER STREET ST. JOHN'S


## Music's Magic Medicine.

By A DOCTOR.

Roughly speaking, two-thirds of the complaints that human life is heir to in the twentieth century are due to the excessive strain that modern business imposes upon the nervous system.

It is common enough to hear folk say that they are "run down," or feel like a "wet rag," and that they need a tonic. True enough, they need a tonic, but when they use that word their minds usually conjure up visions of the bottles of physic in my dispensary, which, quite frankly, is merely wasted upon them.

When folk get that "run down" feeling it is merely the result of the strain to which their whole nervous system has been exposed, and so long as the world goes along at its present headlong pace there will be no rest for those whose nerves are not made of the proverbial cast iron.

Drugs are of little use in assisting the nerves to regain their necessary vigor. In most cases they merely act as a temporary stimulant which is wholly unnatural to the mind—the organ that controls the entire nervous system.

**When the Mind Works Overtime.**

What is needed is something which will so act upon the mind that its action will be something in the nature of a soothing syrup, something which will help the mind to forget that it has been working overtime.

And there is nothing better for this than music.

In music we have one of the finest tonics in the world, and, skilfuly applied, it has been known to work wonders with those suffering from nervous disorders.

Even the performances given by amateur societies have been known to benefit jaded nerves, but the best results are obtained from high-class instrumental music played by those who have a wide knowledge of tone values.

If you are musically inclined, don't imagine that because you feel "fagged out" after a day's work that an hour or two at the piano is going to be too much "fag."

As often as not you will find that you will be materially benefited, not so much, perhaps, because you have been playing particularly restful music, but because the mind has been brought into direct contact with a diversion.

So if you are feeling depressed and you nerves jaded, remember that one of the surest ways of making yourself fit again is to go and hear some good music. There is plenty of it about to-day, and the price of admission is surely worth a week of sleepless nights.

Eat MRS. STEWART'S Home Made Bread.—oct13 6mo


**Your Complexion Needs**

FACE POWDER
To keep these March winds from working havoc with its beauty.
NIGHT CREAM AND DAY CREAM
Keep the skin soft and free from wrinkles and make a wonderful base for powder.
ROUGE, LIP STICK, EYEBROW PENCILS
Finishing touches to the toilet.
We bid you welcome to our Toilet Goods Department.

**PETER O'MARA,**
The Druggist,
THE REXALL STORE.



**EAST END FEED AND PRODUCE STORE.**

TO THE TRADE:

**100 Tons Hay**
**Prime No. 1 Timothy HAY**
**2000 Bags Heavy Canadian White Oats**
**Choice Canadian Table Butter**

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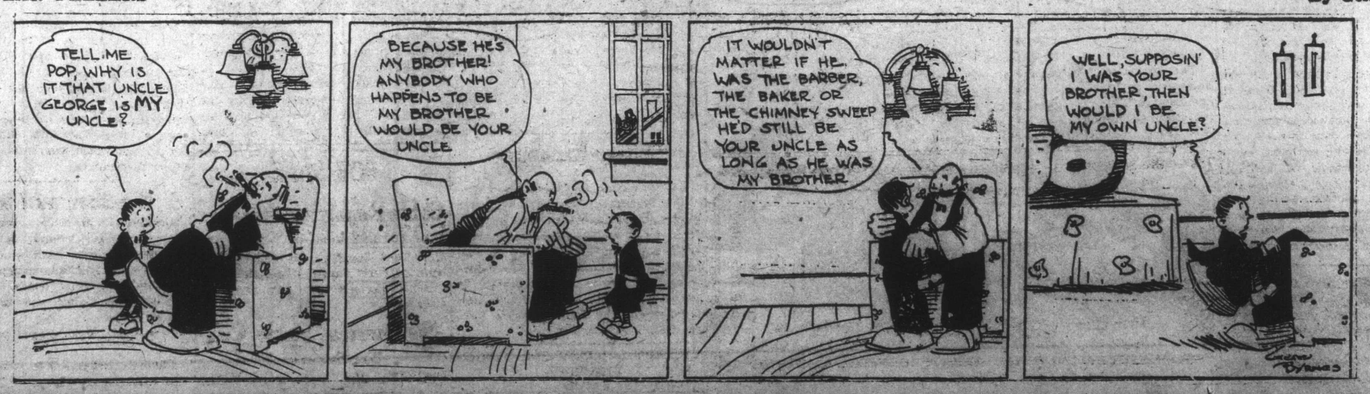
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