

"DUNLOP"The World's Most
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SIDETALKS.

By Ruth Cameron

TWO AND TWO EQUAL—1

There seems to be a great many people in the world who can convince themselves that two and two can make five if you want them to hard enough.

In a certain large city recently there was arrested a man who was charged with fraudulent use of the mails.

His little scheme was to send out hundreds of thousands of circular letters offering to sell a list of groceries for \$20 and with this \$20 order to throw in 75 pounds of sugar, if the purchase was made in the next few days (apparently he planned on a quick clean-up and get-away).

The groceries were sold at as low a price as the buyers could get them at

cut-price stores and in addition the purchasers were to receive a bonus of sugar which would be worth at least \$7.50.

What It Meant.

In other words, the advertiser was offering an equivalent of a cash rebate of about \$7.50 on a purchase of 20 dollars worth of goods sold as low as a cut-price grocer could sell them.

The letters were sent to people some distance away from the city, but as it happened someone who had received a letter and who was possessed of an inquiring turn of mind happened to have business in the city, and while there made it his further business to visit the wholesale grocery store from which the letter came. He could not find a sign of any groceries on the premises. Neither could the police when he summoned them.

So the scheme was nipped in the bud.

Now, of course, you are thinking just what I thought when I first heard of the scheme: "What a fool he was to offer so much. Anyone could see that it was impossible. Why didn't he offer 10 or 20 pounds if he wanted to fool people. He must have overreached himself."

But He Didn't.

But we are wrong, you and I. Within a day or two after his arrest a thousand letters had been received accepting his offer and containing money orders.

Evidently there were a thousand people who were ready to be convinced that two and two can make five if you want them to badly enough.

I can just vision them, housewives hard pressed by the high cost of living who see a chance to cut corners and save something and hasten to



take it.

One can't help but be awfully sorry for them. But everyone who thus lets his eagerness run away with his common sense makes life that much easier and pleasanter for the crook and that much harder for the honest merchant.

Would You Buy a Gold Brick?

How many of those hundreds of people do you think had never laughed at the gold brick joke. Mighty few, yet they hastened to buy a gold brick labelled in letters plain enough to all who cared to put on the spectacles of common sense through which to look at the offer.

You cannot get something for nothing.

If you try to, you are more likely to get nothing for something.

Two truths that are worth keeping in mind when you are about to accept an offer by some totally unknown firm to give you an almost unbelievable bargain.

Misses' Rubber Sole Canvas Shoes. White, \$1.00 pair; Brown, 75c pair; Black, 70c pair at F. SMALLWOOD, Water Street. June 20, 1923.

Poultry Clubs and Organizations.

From the organization of Poultry Show Associations in various communities and the successful linking of them together with a State Association as a sort of mentor and guide to all, many benefits are to be derived. It is generally conceded that the Billion Dollar Poultry Industry of the United States owes its place in the Sun to the activity of the Poultry Clubs who formed and operated such Clubs and Associations that made shows of such magnitude as Madison Square Garden, and Chicago Coliseum possible. Where such Associations are organized the poultry industry in all its branches takes on an upward trend and more and better poultry is in evidence where such Associations exist. Properly organized and conducted they encourage the production of more and better market eggs and poultry, as well as more uniform flocks in the farmer's yard. By getting together, the inexperienced gain knowledge by conference with the experienced breeder, and as time goes on the result is not only a better looking bird in the producers' yard but also a bird of better flesh and flavor on the consumers table, and fresh eggs of uniform size and color for but little if anything more than he now pays for the usual "assortment of Prospects." Birds are better housed and fed and kept under far more sanitary conditions where the knowledge such Associations sow broadcast takes root, and surely no one will deny their preference for a high quality product though they may sometimes thoughtlessly criticize the organizations who are trying to bring such improvement about.

Where such Poultry Show Associations or Clubs exist an "Egg Circle" doubtless proves a valuable adjunct to both the Association and the Community. An Egg Circle is formed for the purpose of marketing the eggs from the Community to the best possible advantage. I do not mean by this the one sided advantage of getting all one possibly can for a more or less indifferent quality of product, but to give the consumer the advantage of obtaining a properly graded high class product at a fair price so that he will come back eagerly for premium above regular market prices more and may even want to pay a to obtain a guaranteed product of KNOWN RELIABILITY. The farmers produce (as far as eggs and poultry go at any rate) is usually discounted in the market in this country to some considerable extent because as a general rule it conforms to no standard of RECOGNIZED QUALITY. An Egg Circle permits the producer with a small flock to get his eggs into the best markets at the lowest cost by grouping his products with others in the same community. By using a brand and properly grading and shipping eggs that are at all times reliable when they arrive on the market, a demand grows quickly, a standard is set, and confidence will be doubled and business increased where such standard is observed by any one or a chain of Egg Circles.

Each Egg Circle should have its number and each individual member of a circle should be furnished with a rubber stamp bearing the number of the circle and an individual number allotted to himself. All eggs collected by the Circle should be stamped on the large end with the stamp furnished to the member supplying them. It would thus be easy to weed out all careless members if any bad eggs were supplied at any time as not only would the circle number supplying them be given, but the name of the careless or faulty member could easily be obtained by reference to the Circle's books when the complaint reached them.

The constitution and bye-laws of such an organization are usually dealt with best on the ground, as conditions vary in different communities, but the general scheme of grading and packing the eggs should be the same throughout the chain of circles and if the city demand became great enough doubtless the eggs from the out-of-town circles could be marketed through the medium of the City Egg Circle or its commission man. The many details in connection with such an association such as receiving reports, members receipts, etc., can hardly be gone into in a newspaper article but the benefit one Circle in a single community can do is certainly obvious and if multiplied by the communities in the Island, following suit, the benefit to be reaped by both consumer and producer would be enormous.

The rules of the Association would eliminate much of the usual waste now prevalent, due to the haphazard methods under which the small producer usually markets his products. It would do away with the too long holding of eggs before marketing. They would ensure the marketing of infertile eggs of a quality and size conforming to the standard set for the various grades and would prevent the paying of a first class price for a third class product or vice versa as often happens under the present system or lack of system.

Some time ago I gave publicity to the very excellent system of grading as practised in Canada. Legislation was necessary before Canada made any headway in this respect, but the

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ALL DRUGGISTS.

nia producers on the egg trade in New York State in which he says "Their methods permit them to bring their eggs into the New York Markets and OBTAIN MORE for them than can be obtained for some of the eggs PRODUCED IN NEW YORK STATE."

The new revised "Standard of Perfection" the authority by which all birds in American and Canadian, as well as Newfoundland Shows are judged and awarded prizes, has a section which it never contained before, namely one for eggs and market poultry, as well as the live birds shown. There is a definite standard laid down for the judging of these classes at last and but little left to guess work. This to many of us is the handwriting on the wall, and the strongest argument in favor of affixing Egg Circles with Poultry Associations in each community. The new Standard gets at things from the inside out as well as from the outside in, this trip, and expert conditioning

will not get a bird by that is lacking in body under the plumage. Even the sprightly little Leghorn is saddled with responsibility for its "Reliability of Body Shape to Feathered Contentment" W. K. CHANCEY, Grand Falls, June 30th, 1923.

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