

RAISINS!

New Seeded Just Arrived from California.

Progresso
17c pkg., 3 pkgs 50c.

New Seedless in bulk
18c lb., 2 lbs for 35c.

African Raisins, 16c lb.
Bon Ton Seedless,
18c, 2 pkgs 35c.

Currants, 16c lb.

FIVE CROWN FLOUR

Make Bread of Superior Texture.

98 lb. Jute bag . . . \$4.50
98 lb. Cotton bag . . \$4.60
Purity 98 lb. bag . . \$4.70

FEED

Cracked Corn, bag \$2.20
Corn Meal, bag . . \$2.20
Shorts, bag \$1.90
Bran, bag \$1.80

PRUNES

A new lot will be in very soon. Prices very low.

TEA

Try our Bulk Tea.
55c lb., 5 lbs \$2.65.

DATES

Use Dates freely. New and good.
13c lb., 2 lbs 25c.

FIGS

New Figs, 27c lb.
½ lb. pkgs. 15c.

CORN FLAKES

Sugar Crisp, 12c pkg.
6 pkgs. for 66c.
Case of 3 dozen, \$3.60.

YERXA

ROCERY

CO.

2 STORES
York St. Queen St

AARON SAPIRO, COOPERATIVE EXPERT MADE A BIG HIT WITH NOVA SCOTIA FRUIT GROWERS

Kentville, Dec. 6—A forty-mile an hour gale, blinding snow, huge snowdrifts, all combining to make the worst December snowstorm in many years in the Valley, failed to keep people from attending the opening session of the 63rd annual convention of the Nova Scotia Fruit Growers Association, which was held in College Hall, Wolfville, this evening, to hear Aaron Sapiro, of Chicago, reputed to be the greatest exponent of agricultural co-operation in America, in his address on "Organized Marketing."

The President of the Association, A. S. Banks, presided, and following a few brief words, called on Dr. H. T. DeWolfe, who gave the opening prayer. Hon. J. A. Walker, Minister of Natural Resources, through whose Department Mr. Sapiro was brought to Nova Scotia, introduced the speaker of the evening and said Mr. Sapiro was recognized the world over as the most competent to deal with co-operative marketing, of any man in the world.

Aaron Sapiro, a native of San Francisco, and a lawyer by profession, not only lived up to advance reports, but even excelled them. He has a thorough knowledge of his subject, is an eloquent and convincing speaker, and he carried his audience with him from his opening words to the close of his 75-minute address.

Address Commended.

"He's the stuff," "The best I ever heard," "Worth going miles to hear," "I'd go through a dozen storms to hear him," "I've learned more tonight, than I have in years." These were only a few of the many tributes to the speaker that could be heard on every hand following the meeting.

"I am greatly surprised," said Mr. Sapiro, in opening his address "at you people turning out on a night like this. 'If I thought the turnout was in any way personal, I would be tickled to death, but I feel it is because you wish to have new light shed on the subject that I am to address you on, that you are here tonight.'"

Carrying a Torch.

Mr. Sapiro said that neither the Department of Natural Resources or the Fruit Growers Association knew what he was to say, or had "suggested what he ought to say. 'A great many of you', he said, 'may feel that because I was born on the outside, that I cannot know what the problems of Nova Scotia are. It is true that apples are different from oranges and tobacco. Others may say because I am a lawyer I do not know anything about fruit growing, and in regard to this I do not know anything about production, but I do come to you as a person who has had wide experience in co-operative marketing.'"

Mr. Sapiro said he was merely carrying a torch, trying to teach what his subject stands for. "Co-operative marketing is not a thing that can be talked on as a single sort of subject. It has been full of failures as well as success, and our duty is to watch failures and success and try to analyze and see what paralyzes that movement. We learn as much from failures as we do from success. From the former we find out what to avoid—from successes what to imitate."

"Co-operative markets organize farmers into compact bodies." What sets the price of their products?

Commission men say:—The law of supply and demand. Well, if you bring into any particular place, at any particular time, more apples, cotton, etc., than that place can absorb, the price tends to go down. If the supply equals, or is less than the demand, at any time or place, then the price tends to go up. The trick is to catch these two movable factors—time and place.

"The two most backward countries in the world in co-operative marketing," said Mr. Sapiro, "are the United States and Canada. Canada has, however, done one of the most conspicuous things in the world, by the establishing of the Canadian Wheat Pool."

"The best country in the world, in co-operative marketing, is Denmark, over 90 per cent. of her farmers having organized in co-operatives, such as creameries, egg groups, and they are turning out to England over ninety per cent. of what they raise. Denmark," he continued, "has captured the British market in everything she has gone after. Realize, too, that Denmark is not only the best organized, but the finest country in the world, from the standpoint of rural culture. In the United States, 40 per cent. of the farms are farmed by tenants. In Denmark, 70 per cent. Groups in the Chamber of Commerce in the States say the only way for the American farmer is on the commodity basis."

Too Many Varieties.

Mr. Sapiro said that the fruitgrowers of this section grew too many varieties—42 he had been told. They

would never be successful until they specialized on a few kinds. He told of a county in California, where they had 40 varieties. They were not getting much money when they shipped a carload of fruit. They got paid at the rate of the poor fruit. Finally, they got wise, and, today, specializing in two or three varieties, are making money, hand over fist.

"You people in Nova Scotia," said the speaker, "have good apples; have apples that taste and keep better than the Washington apples. Grow more of your good quality fruit. The trick is to have the highest quality go in No. Ones, and limit the lower grades."

Improve Your Pack.

"You should also improve your pack. It is not enough to have a few good ones on top. Every time a man in Nova Scotia does a thing like that to a barrel of apples, he is cheating himself, and not only himself, but his province as well. If you expect to be paid decent prices for your goods, you must produce apples of good varieties, and pack them as though you were proud of them, and do it so no man will ever take revenge on your pack."

Get busy, and emphasize quality, and supervise pack," he urged.

Mr. Sapiro laid emphasis on three things which Nova Scotia growers must do: 1st—establish good quality or grade; 2nd—perfect the pack; 3rd—establish a reputation.

Referring to Nova Scotia elder Mr. Sapiro was surprised that it was called Hiawatha. "You ought to have something more suggestive of this Province. You ought to do what they do in some parts of the American Northwest—box your apples, wrap them in paper with your brand stamped on them, he said. Be proud of your brand. For every cent you put into them in this way, you will get back, from people who want quality fruit. In this way you are creating the consumer's demand for your apples. If you are not proud of them, work to perfect them. If you are proud, then begin to tell the world about them."

Extend Markets.

"You must also extend your markets he said. England is not the only place in the world where they eat apples. Dozens of other countries also eat them. Send out fruit, guaranteed by you to be Good Fine Fruit, From Nova Scotia."

"It is not enough to have local packing houses. You have got to grow right, pack right, advertise and control the flow of supply to parts of the world where they are able to absorb and get you the best prices. If you are going to do anything with co-operative marketing, you have to start to control the flow of supply. Do not throw them into the lap of some commission man, to sell. That is not merchandising—that is dumping."

"In the United States," stated Mr. Sapiro, "there have been failures in co-operative marketing. The chief failure has been through the fact that they have got so used to the commission men that they still lean on him."

Has to Be Watched.

"You have got to be on your toes every minute running this co-operative business, or some one will run it to the ground. It has to be watched, and watched by the men who own it—not the men who are paid by it. You have got to get the best men you can find, and have them operate in a co-operative spirit. They must be servants of the organization—not bosses."

Mr. Sapiro said it was essential that there be contracts between the grower and the co-operative society. "Without them, you could never be sure of where you stood," he advised.

He also urged that the farmer grow more than one thing, so in case of failure in one crop, they would have another one to fall back upon, so that a failure of one will not ruin you completely.

In closing, Mr. Sapiro said agriculture is never prosperous until the farmer owns every bit of his crop, from the product to the marketing; until he can go year after year and get a decent percent on his labor and investments and put some in the bank for a rainy day. "You will not get co-operative marketing in one year, or in three years, but you must start in to work toward that end, to establish farming on an intelligent, economic basis so you can create and maintain a high standard of living," he said.

Tenants—Not Owners—

Your standard of living may be higher than on any section of this continent, but it won't stay there unless you nail it down by taking charge of your own industry. Disaster is never so far away that you need never give it a thought. Give yourself three or four years, like this year,

POLITICIANS GATHERING AT OTTAWA

(Special to The Daily Mail.)

Ottawa, Dec. 8—Members of Parliament and Senators from east and west are arriving here for opening of the first session of the new Parliament tomorrow afternoon. The members will be sworn in tomorrow morning and in the afternoon will assemble in the Commons Chamber to elect a Speaker. Hon. Rodolphe Lemieux, will be the government candidate for the Speakership.

Premier King and Hon. Ernest Lapointe, delegates to the Imperial Conference, arrived today from New York and were heartily welcomed.

His Excellency Lord Willingdon will deliver the Speech from the Throne in the Senate Chamber on Friday afternoon.

M. P.'S MAY GET A PERQUISITE

Ottawa, Dec. 7—Members of Parliament may be granted travelling expenses on the journey from the capital to their homes and return for the Christmas recess of the House.

While no official announcement has been made in the matter, it is understood that Hon. J. A. Robb, minister of finance, is inclined to look favorably upon the proposal as a matter of justice, particularly to those members representing far distant ridings.

DENIES POST OFFERED HIM

Toronto, Dec. 7—Contradicting a report that he would probably be chosen chairman of the government control commission, His Honor Henry Cockshutt, Lieutenant-Governor, today declared he had not in any way been approached in the matter. If he had, he stated, he would not consider it for a moment.

ARE THERE OTHERS?

She was a captivating young woman, but cursed with a wagging tongue. She would talk just to hear the sound her voice made.

At a flannel dance she had talked her youthful partner to death. Then suddenly he realized that it could not last much longer for the last waltz was being played. The girl tapped him on the arm. They rose and danced.

"I talk a lot, don't I?" she said. "But if you men told the truth I believe you'd all admit that you liked the talkative women better than the others."

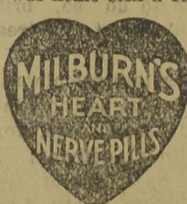
"The others?" asked the young man. "What others?"

and some of you will be tenants—not owners. Unless you get busy, you will go backward and your whole standard of living will go, too. After all, you should not think of yourself, you must think of the new generation of farmers that keep growing on your farms. See that you give them a better system.

"Nova Scotia saw the vision a few years ago," said Mr. Sapiro. She lost it for a time, but I believe she is seeing it again. Don't lose it. You must co-operate your industry, perfect your pack, adjust the flow and the supply and take charge of your marketing at the end where it is marketed. It can be done, if you men do your work right. If you do this, you are going to do the biggest thing that has ever been done for Nova Scotia Agriculture. You will create your own prosperity on the things that grow on your own soil."

Could Not Sleep Heart and Nerves Were So Bad

Mr. Geo. Meek, Windsor, Ont., writes:—"I suffered with my heart and nerves and could not sleep at night for noises in my head. I managed to keep at my work somehow, until I began to have dizzy spells which got so bad I could not go to my work. I was afraid to go out any place, for very often I would stagger on my feet, and everything in front of me would turn black and fade away. While I was home sick a friend told me to take



I got four boxes and by the time I had used them the pains and noises in my head ceased and I was able to get a good night's rest. Although that was six years ago I have never been troubled with that complaint again."

Price 50c. a box at all dealers, or mailed direct on receipt of price by The T. Milburn Co., Limited, Toronto, Ont.

RED ROSE TEA

"is good tea"

Next time try the finest grade
-- Red Rose Orange Pekoe Tea.

FOR CHRISTMAS COOKING

PURITY BRAND—

Best quality of Bread Flour. Barrels,
98 lb. bags, 24 lb. bags.

FIVE ROSES BRAND—

Best quality of Bread Flour. Barrels,
98 lb. bags, 24 lb. bags.

CROWN BRAND—

Best quality of Pastry Flour. 98 lb.
and 24 lb. bags.

G. W. HODGE

PALMER'S Moose Head Brand Hunting & Fishing Boots

For generations hunters and fishermen all over the continent have appreciated the utter dependability, honest materials and sterling construction of these time-tested boots.

Through bush, streams and the roughest going, these sturdy yet flexible boots will ensure your entire foot comfort. And their wear is proverbial.

Knee High, waterproof with noiseless Flexible Sewed-on Sole of heaviest oil-tanned leather.

Hand made to your individual measure.

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MINER RUBBERS

Everytime we make a sale of a pair of Miner Rubber Shoes the purchaser comes back in about a year's time for another pair.

We also sell the famous

MOOSEHEAD BRAND SHOEPACKS

which everybody knows are the Best on the market.

We sell the Best Quality of Farmers' and Lumbermen's Footwear and Clothing. Also Ladies' Overshoes and Rubbers, as well as Groceries, and OUR PRICES ARE THE LOWEST POSSIBLE.

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