

COMPANY

RICHMOND HILL

War and Retail Problems

fecting price-setting in Canadian flation and mechanical means and advertising in the price-setting levels. division of retail business.

adian Government was the setting

up of Canada's Wartime Price and Industry Board. The setting up of this competently manned Board was as popular a move as could have been made by the Government. It is generally recognized by the pub-The complex problems faced by lic and the business community that retailers throughout Canada have no one should make money from been rendered increasingly difficult this war. A variety of additional since September, 1939. An article forces which will tend to keep price in the spring issue of The Com- rises in hand are described by the merce Quarterly, University of Wes- writers. Considerable capacity in tern Ontario's business publication machine and man power to manuoutlines the present conditions af- facture goods, control of credit incan relieve the situation. Written in turn opposed by rising ocean style, local demand, competition battle to keep prices at normal says John D. MacLeod, seed expert the sum of money that Canada is

The already complex pricing func- 1939, certainly did not suggest a tion has been rendered increasingly downward price revision, and some article continues. War usually ed. A rise in employment resulted chase to "beat the price rise." Sound arguments tended to keep these immand of the consumer public simply cannot be forecast, the writers thing but the minimum quantities of

> When prices are going down, the consumer wants the same quality it lower prices, though this is not completely true when prices are rising. Professor Thompson concludes by warning retailers to avoid trash and says "Changes in fabric and design are acceptable to the public so long as the basic wearing quality is not substantially touched.

Extensive Auction Sale

Tractor, Threshing Machine, Implements, Horses, Cattle, Hay, Grain, Furniture, etc.

The Property of

H. C. BENNETT

Lot 26, Concession 3, Markham Township ½ mile west of Victoria Square, Elgin sideroad

Thursday, April 11th

Gray Mare, 4 years, G.P. Grindstone Bry Mare, 4 years, G.P. 4 Steel Drums an excellent team Set Scales, 2000 lbs. Whay Gelding, 10 years, G.P. Flat Rack Gelding, 8 years, G.P. Grain King Drive Best, 100 ft., good Electric Clippers, Stewart

CATTLE side Durham Cow, fresh, calf by 150 ft. Garden Hose Milk Sleigh Halstein Cow, fresh

Rosan Heifer, fresh 2 months Burl Durham Cow, fresh, calf by side Line Shaft, 25 ft., with hangers Mastein Cow, due May 1 Thack Cow, due April 20 Part Jersey Cow, full flow, not bred Maple Syrup Pan, 8' by 2' Melstein, due June 28, milking Black Cow, fresh 6 weeks Mack Cow, full flow, bred Dec. 30 Whatstein, full flow, not bred

Historia, full flow Mostein, fresh 1 month Mart Jersey, fresh in 3 months hite Cow, fresh 3 months colstein, fresh 2 months The Cow. full flow. bred Oct. 20 20 Bus. Soy Beans Holstein, full flow, bred Dec. 12

Brock Cow, full flow, not bred Medistein, full flow, not bred Molstein, full flow Brue Cow, fat Malstein, due time of sale

IMPLEMENTS Threshing Machine. Favorite 24x48 Walnut Sideboard, antique Combination, chaff blower, ele-Maple Bed, with springs 2 Beds, with springs

10-20 I.H.C. Tractor Tractor Plow Tractor Disc Plow, LH. Caltivator, 17 spring tooth, M.-H. Waitivator, 13 spring tooth, M.-H. Rinder, M.-H. Tractor Disc Mowers, I.H.C., 5 ft. Reaper, I.H.C., 5 ft., nearly new Seed Drill, 15 disc. Deering Hay Rack Scuffler Waltivator. stiff tooth, Hamilton Corn Cultivator, 2 row Corn Binder. M.-H. Drum Röller Walking Plow, Fleury 21 Set Harrows, 4 section Set Harrows, 3 section Cream Separator. Melotte Hay Lorder, M.-H.

Hav Tedder

Cutters

Sale 10 a.m. sharp Lunch at noon No Reserve as the Farm has been sold

TERMS:-CASH, except on Tractor and Threshing Machine, half cash, balance due October 1st, 1940

Furniture and Smallware will be disposed of immediately the sale opens, so be on time

Clerks: Geo. Storey, Jim Smith

Top Buggy

Wheelbarrow

ALVIN S. FARMER, Auctioneer

Gormley, Ont., Phone Stouffville 6312

Market prices paid for worn-out live Horses Delivered Our Plant Dead Horses and Cattle picked up free of charge

GORDON YOUNG Limited

PHONE ADelaide 3636 - 166 Keating St., TORONTO

stores, and explains how retailers keeping down the price level are by Professor Walter A. Thompson, transportation costs, exchange dis-Head of the Department of Busi- advantage on purchases from the ness Administration, and Gordon H. United States, and the switching of Ingram, well known retailer, the machinery and men from consumarticle shows the importance of ers' goods to war productions in the

The price situation of September,

brings a buyers' market. One of the from the accelerated general econwisest measures taken by the Can- omic structure, and the heavier pur-

state; women want high heels one season and no heels the next. Even men may suddenly refuse to wear hats. Sound merchants simply er, alsike and white clover showed can't afford to have on hand any- little reduction in germinating pow-

merchandise.

2 Corn Planters

Carpenter's Bench

2 Logging Chains

Poot Pulper

eeders

Coal Brooder, 500 cap.

40 ft. 6", 4 ply, Drive Belt

Lister Grain Grinder, 10"

8 Pigs, 10 weeks

40 Yearling Hens

15 Tons Mixed Hay

150 Bus. Mixed Grain

Bags Seed Potatoes

Set Breeching Harness

Set Plow Harness

Hall Table

2 Book Cases

Carpet Rug

Bread Mixer

Trundry Stove

mentioned

Wilk Pails

unger

Tishes

Stretcher

Number of Collars

Maple Syrup Pan, 10' by 21/2'

Forks, Hoes, many other articles

SWINE and POULTRY

HAY AND GRAIN

HARNESS

Set Back Band Harness, nearly new

FURNITURE

2 Kitchen Tables Extension Tables

2 Linoleum Rugs, 9'x12' and 12'x15'

2 Dress Models Verandah Bench

Book Case and Desk, combined

I eatherette Extension Couch

Rabcock Milk Tester

Tce Cream Freezer

o . "anging Lamps

Washstand

2 Couches

Oil Burner

Pictures

Strainer

Thermometer

2 Small Tables

Rocking Chairs

Wicker Settee

Drinkers

Retail prices did not rise as fast as wholesale prices; the average department store had enough stock on hand in September to carry through inating power. four months' business. Consumer resistance to immediate price rises, strong competition, desire to avoid the label "profiteer", were among the factors which caused the retailer to avoid immediate price in- available for seeding purposes. In creases. But the Canadian customer is beginning to feel the rise now. Set Sloop Sleighs Wider consumer knowledge of retail prices will probably tend to increase consumer resistance to price increases, and this is another factor and small expense involved, it is rewhich causes department stores to consider the policy of handling merchandise of slightly lower quality and fabric in order to avoid price change.

D. ... I M. Print New Handbook

Valuable war-time information for every dairy farmer issued by Ont. Feed Board through Ont. Dept. of Agriculture.

The Ontario Feed Board, through the Ont. Dept. of Agriculture, has issued a 20 page handbook on "The Feeding and Management of Dairy Cattle", that can be obtained free 2 Kitchen Clocks of charge by Ontario farmers from the Agricultural Representative in 2 Vinegar Barrel his county or by writing direct to Tinware, and many other pieces not the Statistics and Publications Branch, Ont. Dept. of Agriculture,

It would also be advisable to ask for the large convenient placard on Dairy Cattle Rations, which can be hung in a convenient spot in the barn near the feed bin. This placard contains suggested meal mixtures as well as rules and recommendations for dairy cows in milk.

It is pointed out by the Hon. P. M. Dewan, Ont. Minister of Agriculture, that agricultural war-time efforts in Ontario are not confined to increased swine production, but include cheese and powdered milk. To step-up production of these products, dairy cattle must be fed wisely and the farmer must know feed values and their uses if he is

The handbook on "Feeding and Management of Dairy Cattle" is just off the press and contains valuable war-time feeding information for the farmer on every one of its pages, dealing as it does with the important fundamentals of feeding dairy cattle.

Write for your copy now.

Announcement has been made that the Newmarket branch of the Province of Ontario Savings Bank will be closed on March 30th.

May Hold Seed Grain Canada Spends Million For Several Years

Experiments show no serious injury to germinating power, states J. D. MacLeod, Ont. Dept. of Agricul-

garding the germinating power of \$25,000,000 a day. seed which has been held over on be found in the following experiment them for granted. conducted at Ottawa and at experiment stations in United States, Eng- dollars? land and Denmark, to determine the of the Ont. Dept. of Agriculture, spending each day on the war.

vitality almost unimpaired for five little after the year that the Roman difficult since September, 1939, the speculating in merchandisle result- years after harvest. Oats showed Empire blew up you would have the little loss of vitality until after the million. ninth year. The germ of the wheat was practically dead at the end of away \$5 every day since about the the fifteenth year but after the same days of the Crusades you would be length of time oats still gave a fair- able to pay for one day of the Dopulses and speculations at a mini- ly high germination. This was prob- minion's war. mum. The powers of the wartime ably due o the protection of the oat So a million dollars is a stupenvented speculative risks. The de- so that it would not heat in storage tion. and the place in which it is stored would need to be perfectly dry.

> The vitality of timothy seed in dry storage was well-retained until after the fourth year while red clover during the first three years. These experiments show that it is possible to hold seed grain, clover and grass seed over a short period of years without seriously injuring its germ-

> Grain and seed from the previous year's crops may be of better quality and is frequently held over with a view to receiving better prices and as assurance that good seed will be view of the information made available as a result of the above experiments it would appear that the farmers would be playing safe. However, in view of the very short time commended that a representative sample of the bulk be germinated in order that one may be absolutely sure that seed capable of germinating and producing strong plants is

Seeds live longest in a dry granary or other building. They live a shorter time in the soil. They die at an early age when placed in a manure pile. The kind of a coat or hull worn by seeds has a more or less definite relation to the length of their life period.

Buy British, Buy Canadian, and help win the war.

Dairy Cattle Feeding Johnston & Granston MANUFACTURERS & IMPORTERS OF CANADIAN & FOREIGN

Granite Monuments 1849 Yonge St. (east side) Between Merten & Balliol Sts.

Charles Graham MASSEY-HARRIS

AGENT Farm Implements, Machinery and Repairs Telephone Richmond Hill 39 Beatty Farm Equipment

eerless

are the best Counter Check Books made in Canada. They cost no more than ordinary books and always give satisfaction.

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ORDERS TAKEN AT THE LIBERAL OFFICE

Dollars a Day on War

At \$1 a Day Would Take Since 800 B.C. to Save That Sum

Canada is spending something like a million dollars a day for war pur-The answer to the question re- poses and Britain is spending over

Those items of news are spread the farm for two years or more may over the world and most just take

Yet, just how much is a million

If you had started to save a dolvitality of the seeds of cereals, clov- lar a day out of your wages some ers and timothy, when stored in dry 800 years before the Christian era storage for different periods of time, opened, you would have just about

Or if you had put \$2 a day in Wheat and barley retained their the savings bank every day from a

Or if you had been able to put

Price and Trade Board and the po- hull. Grain which is held over dous sum of money and how it is tent force of the style cycle pre- would need to be ripe when threshed to be spent is an important ques-

THE MILL



Thursday Evening CBC NETWORK

You may win \$10000 and a fine watch just by sending in the GUARANTEE CERTIFICATE Robin Hood FLOUR

In stock, O.A.C. 21 Barley, Erban, Banner & Improved Victory Oats, Peas and Goose Wheat

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Day 139 Evenings 82W

Important Auction Sale Registered Blood Tested

dolstein Cattle

Horses, Implements, Hay, Grain, Furniture, etc. THE PROPERTY OF

WM. A. RILEY ESTATE West half Lot 22, Con. 5, North York Twp.

Just north of EMERY on 6th concession

Wednesday, April 10th

HORSES Bay Horse, 5 years old, H.D. Roan Horse, 5 years old, H.D. Brown Horse, 6 years old, Clyde 1 Mower, M.-H., 51/2 ft. cut

1300 lbs. 1 Roan Mare, 5 years old, weight 1 Trench Spring Wagon Gray Mare, 12 years old, H.D.

1 Gray Horse, 10 years old, G.P. 1 Black Mare, 11 years old, G.P. CATTLE Registered, Fully Accredited, Blood

Tested HOLSTEINS No. 126500, born Oct. 22, 1937. Sire, Farm Bonnie Pal, No. 102-489; Dam, Toitilla Rose Burke, No. 263479.

cows 1. SILVIA ALCARTA WOODROSE, 6 yrs. old, No. 310490, due to calf May 10th

2. WILLOW WIDROSE, 5 yrs. old, No. 310488, fresh POSCH TENSEN ALCARTRA, No. 344286, in full flow, bred

Jan. 23, 5 yrs. old WOODROSE BELLA, 3 yrs. old, No. 370521, fresh, bred 5. INKA PRINCESS WILLOW, 3 yrs. old, No. 370523, in full flow,

bred Feb. 2nd 6. LULU SYLVIA TENSEN, 4 yrs. old, No. 344287, in full flow, bred Feb. 1st

7. PIETJE TENSEN ALCARTRA, 3 yrs. old, No. 362707, fresh TENSEN SYLVIA ALCARTRA, 3 yrs. old, No. 370522, fresh . ABBEKERK LORNABELLE MO-

DEL, 2 yrs. old, No. 428882, 10. ABBEKERK MODEL INKA, 2 yrs. old, No. 428883, fresh 11. POLLY LORNABELLE KEYES,

2 yrs. old, No. 428884, fresh 12. ABBEKERK LORNABELLE WOODROSE, No. 427570, born May 25, 1938, bred TENSEN LORNABELLE, No. About 100 Bus. Erban Oats

427568, born May 21, 1938 14. ALCARTRA LORNABELLE, No. | About 300 Bus. Mixed Grain 427569, born Jan. 15. 1938 15. ABBEKERK WILLOW BELLE,

No. 427571, born Apr. 15, 1939 16. TOITILLA PRINCESS WIL-LOW, No. 444820, born Nov. 26th, 1939

17. TOITILLA ALCARTRA POSCH No. 444819, born Nov. 24, 1939 18. 1 Heifer Calf, registration applied for

19. 1 Heifer Calf, registration applied for 20. BARNOSS DeKOYLE ROOKER No. 54863, 7 years old

George C. Jackson of Elia in charge of pedigrees GRADE CATTLE

1 Holstein Cow, due time of sale 1 Holstein Cow, due May 1st. 1 Holstein Cow, full flow, bred Dec. 1 Steel Bed with Springs and Mat-

1 Holstein Cow, full flow, bred Feb. 1 Wood Bed with Mattress

IMPLEMENTS 1 Milking Machine, Surge, good as 1 Daisy Churn, No. 2

1 Electric Motor, nearly new, 34 h.p.

1 Milk Cooler, Woods, good as new 1 Binder, M.-H., 7 ft. cut Bay Mare, 5 years old, weight 1 Manure Spreader, Cockshutt 1 Bissell Double Disc, tractor hitch Wagon 1 Buggy 1 Cutter 1 Cutter 1 Orchard Sprayer, complete 1 Wheel Plough, No. 12 Fieury, good 1 Wheel Plough, Wilkinson No. 3 1 Set Harrows, 4 sections Set Harrows, 3 sections BULL-TOITILLA BURKE PAL, 1 Chatham Fanning Mill, complete

1 Set Scales, 2000 lbs. capacity, good Set Sleighs 1 Roller, 3 drum Truck Wagon, good 2 Hay Racks 1 Adams Wagon 1 Disc Drill, M.-H., 15 disc, good 1 4-horse Cultivator, M.-H. 1 Spring Tooth Cultivator, M.-H. 1 Hay Tedder, M.-H., good Horse Rake 1 Scuffler

Fleury Riding Plough, 1-furrow No. 13 2-row Riding Scuffler M.-H. Disc Plough, 2 furrow, new Cockshutt 2-furrow Plough, 4 horse hitch

Water Furrow Runner Potato Plough 1 Milk Cart Moulding Plough Gang Plough, Verity, 2 furrow Steel Water Trough Grindstone, nower hitch Disc Drill, 15 disc Fence Stretcher Reaper, M.-H. Steel Wheelbarrow Number of Doubletrees

Number of Neckvokes Forks, Shovels, Chains and other articles too numerous to men-HARNESS

Set Harness 1 Set Harness Number of Horse Collars HAY AND GRAIN About 10 Tons Hay

About 150 Bus. Victory Oats FURNITURE

Gurney Range, coal or wood, near-Set Leather Bottom Dining Room Chairs 5 Dining Room Chairs Number of Kitchen Chairs

Rocking Chairs Kitchen Lounge Small Quebec Heater Extension Tables Kitchen Cupboards Number Small Tables 2 Upholstered Chairs and Sofa 1 Davenport

Bell Piano 1 Tapestry Rug 1 Roll Top Office Desk Davis Sewing Machine 1 Large Brussels Carpet

1 Holstein Cow, full flow, bred Feb. 1 Brass Bed with Springs and Mat-2 Bedroom Suites with Springs and

Mattress 1 Lawn Mower Other articles too numerous to mention

TERMS CASH. No Reserve as Farm is sold Sale at 12 o'Clock Noon Sharp

AS THIS IS A LARGE SALE IT WILL COMMENCE ON TIME J. CARL SAIGEON, Auctioneer