

RETAILERS TALK TO THEIR CUSTOMERS, The Consuming Public

In these days of confusion over quotas and ration cards, it seems our duty as retailers to take our customers—the consumers—into our confidence in order to throw some light on the difficulties under which we labor at this time. Some people who now blame the retailers would change their minds entirely if they knew the facts.

WHAT EVERY HOUSEWIFE SHOULD KNOW

In the following paragraphs we will discuss briefly such vexed subjects as rationing, quotas, shortages and so on.

By this time every housewife knows that she can't buy tea, sugar, coffee and butter as freely as she would like to do. She gets ration cards, which the retailers must not exceed. Wholesalers are able to buy certain quantities of goods, which must be distributed equitably among their retail customers on the basis of purchases in 1941. Since profits depend upon the sale of goods, you can understand that no retailer or wholesaler takes kindly to ration cards, quotas and shortages, but as patriotic citizens we must co-operate with the federal government, in its war effort.

A FEW REASONS FOR SHORTAGES

Since tin is urgently needed for war purposes, the amount available for making cans is necessarily curtailed. (If the war continues, the situation will likely be worse before it is better.) Think of the foods that you have been buying in cans — then you'll begin to understand. Apple, orange and grapefruit juice and dozens of other items in abundance, but containers are scarce.

Molasses is still produced in abundance in Barbados, but can't be brought to Canada without ships.

The great shortage of candy is due to the reduction in sugar quota and the transportation difficulty of bringing cacao beans from the Gold Coast of Africa, South America and elsewhere.

Corn Syrup is still produced, but due to the excessive demand caused by shortage of molasses and sugar—coupled with the scarcity of tin containers—our shelves are too often bare of Corn Syrup.

Spices come from the Dutch East Indies, which are now in the possession of Japan. Nuts come from France, Spain, India, China and South America. Raisins come from Australia, dates from Mesopotamia. There are lots of these commodities in these countries but transportation facilities are lacking.

Pineapples come from the Philippines and the Malay Peninsula. 'Nuff said.

Shortening is made from vegetable oils, which for the most part come from the Pacific area, now controlled by the Japanese. So far the supply of shortening has been ample, but a shortage is likely to come.

Corned beef has been off the market for six months; all available supplies are going to the armed forces.

Peanuts, from which peanut butter is made, come from China.

And the list could be extended.

THE BRIGHT SIDE OF THE PICTURE

The bright side of the picture is that there is plenty of essential foods, including the following:

Wheat flour, cereals, (including all kinds of breakfast foods), fresh fruits and vegetables, beans, cheese, macaroni — not the variety we are used to, but better than many other countries have today.

YOU CAN KEEP CLEAN ANYWAY

Then, of course you can buy lots of soaps and other cleaning products—and brooms, so you'll be able to keep clean in any event.

SUGGESTIONS TO CONSUMERS

The consuming public can best serve the war effort by purchasing goods as required, for hoarding is disloyal and unnecessary, and aggravates and hastens shortages. We urge you as consumers to buy carefully, to buy wisely, to eliminate waste and to buy only when goods are required for immediate use.

Remember that we as retailers are doing our best to serve our patrons, the consuming public. By doing this we are serving the war effort and at the same time seeking to merit your continued confidence and good will.

CHARLOTTETOWN

E. C. Burhoe
Campbell's Grocery
The Canadian Stores Limited
Carter & Company
The Central Creameries
Roy Dennis, 85 Prince St.
Dillon & Spillit
The Economy Grocery, Kent St.
The Elm Grocery
Foster Drug Store
Mrs. F. J. Hornsby
Jenkins Pharmacy
Johnson & Johnson Drug Store
Albert G. Kays
E. N. Kays
Willard Kelly
The Lark Feed Agency
McLean Bros.
McLeod's Grocery, Highland Ave.
David McLeod
Wellington McNeill
James Power
The Prince Grocery
J. O. Procter
The Pure Milk Company
N. Rattenbury Ltd.
The Keddies Drug Store
Roop's Limited
The Royal Packing Company
Seaman's Beverages
Stewart's Bakery
Mrs. George Vickerson
Basha's Grocery
Canton Cafe
A. B. Carragher
The Cash & Carry Stores
Coffin & Company
Mrs. L. S. Coffin
Cudmore Bros.
W. J. Cudmore
Diamond's Grocery
Dominion Cafe
Duffy's Grocery
The Enterprise Bakery
J. B. Flemming
Miss Edna J. Gaudet
J. L. Gaudet
Gay's Grocery
J. C. Green
The Grocery
Frank N. Kays
Albert G. Kays
Jos. Kays
Miss Mary Kays
E. Kelly
S. N. Kays
S. Korrey
Frank Lacey
A. J. McCabe
P. J. McDonald
W. P. McInnis
McKerrie Grocery
McKie & Company
McLean & McFadyen
James McLeod
McPhee Bros.
P. N. Manuel
Maple Leaf Bakery
The Mayfair Tea Rooms

CHARLOTTETOWN

Michael's Grocery
Thomas Michael
Mills Meat Market
Milton's Old Spain
New England Cafe
The Orchid
A. Patelakis
The Queen Street Market
W. A. Rix
The Roxy Restaurant
Joseph Shama
T. L. Smith
Spring Park Grocery
Stanley Shaw & Fearden
Star Cafe
N. S. Taveel
George Tull
A. J. Walle
Joe Weatherbee
Weeks Grocery
Milton Wheatley
E. T. White
A. M. Whittlock
A. J. Zakem
Teffey Zakem

BRISTOL
E. L. Arnold
F. J. Deveau

SUMMERSIDE
International Fox & Animal
Foods Ltd.
Kelly's Bakery
Fred Muttart
Prince Cafe
The "V" Cafe
Miss Margaret Arsenault
Bruce McKay Co. Ltd.
The Central Grocery
Chan's Restaurant
Alyre Doucette
Mark Gaudet
E. T. Holman Ltd.
Modern Fruit Store
L. P. Sherry
Sinclair & Stewart
F. W. Strong & Company
The Toronto Bakery.

KENSINGTON
P. J. & C. Kennedy
Kensington Dairying Assoc.
W. J. Sempie
McKenzie & Company
Mrs. Nellie Burns

EMERALD
G. C. Green
V. L. McQuaid
Austin Murphy

BONSHAW
Dougal Bell

BLOOMFIELD
A. J. Fraik
E. K. Dunbar
John Foley
Mrs. A. C. Gallant

SOURIS

James Condon
Cox Hotel
J. J. Hughes & Company
M. E. McIsaac
Matthew McLean Ltd.
George H. Mellick
Est. G. R. Morrison
N. H. Richards
The Star Grocery
J. F. Stearns
C. A. MacDonald

SOURIS WEST
Isadore Martin

MONTAGUE
Stewart & Beck
Clark Bros.
Annear & Llewellyn
T. M. Llewellyn & Company
Miss Ruth MacGregor
Poole & Thompson

BEDEQUE
W. M. Bowness

VILLAGE GREEN
Earl Buell

CARDIGAN WEST
Preston Buell

CARDIGAN
Malcolm Burke
L. M. Johnston, R.R. No. 4
The J. A. McDonald Ltd.
R. J. McDonald & Company
Mrs. E. McKay

ST. AVARDS
V. M. Hudson

EAST ROYALTY
Earl Foster

MT. HERBERT
Mrs. Hester MacWilliam
The Protestant Orphanage

NEW DOMINION
Alden McPhail

SELKIRK
Cahill & McPhee

COVEHEAD
Charles Willis

MOUNT STEWART
Clark Bros.
McLeod Douglas
W. L. McLeod
J. D. Timmins
A. D. Feehan

HAMPSHIRE

J. H. Clow
BEDFORD
Court & Son
ROSE VALLEY
Ben Cousins
CRAPAUD
The Crapaud Creamery
Brent Wood
VERNON
D. R. Cummings
Jenkins Bros.
BRADALBANE
Bruce Davison
L. S. Seaman
YORK
Vernon Dennis
PEAKES STATION
Mrs. Loretta Devine
NEW GLASGOW
E. L. Dickison
New Glasgow Dairying Co.
C. S. Dingwell
DUNSTAFFNAGE
The Dunstaffnage Cheese & ...
Butler Company
Roy Dennis
HAMPTON
George Dunford
Clayton Morrison
STURGEON
C. H. Hicken & Son
OYSTER BED BRIDGE
Ernest Gallant
HAZELBROOK
Hazelbrook Dairying Co.
GEORGETOWN
Ashley Allen
J. H. Keeping
J. J. Condon
F. J. Soudrasak
F. J. Solomon
SOUTHPORT
L. O. Kelly
LAKE VERDE
The Lake Verde Buying Club
FIVE HOUSES
Justin Larkin
CORNWALL
Hazen Howard

WHEATLY RIVER

W. T. Ling
IONA
Miss Mary McCabe
ALBANY
W. F. McCormac
E. V. McLeod
ABNEY
Richards & White
MELVILLE
Mrs. John MacDonald
F. J. Emery
MT. ALBION
J. L. McEachern
FREDERICTON
W. C. McEachern
N. A. Cutcliffe
LOT 40
J. W. McEwen
FAIRVIEW
Mrs. A. McFayden
ROCKY POINT
L. C. McIsaac
VERNON RIVER
H. S. McLeod
SCOTCHFORTH
Frank McNally
NORTH LAKE
Neil S. McPhee
GRANDVIEW
A. Martin & Company
BOTHWELL
J. F. Mossey & Son
LITTLE SANDS
M. A. McKenna
Archie Munn
HUNTER RIVER
F. J. Noy & Company
MacGuigan & Boyle
W. I. Bowman
O'LEARY
O'Leary Farmer
Co-Operative Assoc.
D. D. Campbell
Claude McNeill
McWilliams & Turner
Fate & Company
Jack Fate
ALBERTON
H. D. Carbett
C. R. Leard
Myrick's Alberton Ltd.
J. F. White

MURRAY RIVER

Fred Brehaut
C. H. Horton
Johnston & Son
MacKinnon & Son
D. M. McKinnon
MURRAY HARBOUR
A. S. Buell
S. D. Hugh
Lea & McFarlane
MURRAY HARBOUR N.
Geo. M. Clow
MURRAY HARBOUR S.
J. E. Williams
MARSHFIELD
H. C. Muttart
CHERRY VALLEY
Fred Nelson
NORTH WILTSHIRE
North Wiltshire Dairying Co.
MacLean Bros.
HARRINGTON
Vernon Froude
LOT 16
J. L. Rayner
KINKORA
J. F. Morris
Aloysius Roberts
STANHOPE
Mrs. Geo. Ross
WATERVALE
Edward Shea
NORTH RUSTICO
W. F. Smith & Company
Feters & Gallant
STANLEY BRIDGE
D. J. McLeod
Stanley Bridge Dairying Co.
WOOD ISLANDS
J. E. Stuart
J. A. McKenna
TYRONE
F. J. Trainor
MT. RYAN
Wm. Trainor
WELLINGTON
Wellington Co-Operative Assoc.
Arsenault & Gaudet Ltd.
CARLETON
Fred Bell
BORDEN
The Borden Hardware Co.
John Noonan

ST. ELEANORS

E. B. Bernard
ELLERSLIE
L. A. Burleigh
F. M. MacCaul
CENTRAL BEDEQUE
Wm. Calbeck
ST. PETERS
Clark Bros.
BELLE RIVER
B. Compton & Company
D. J. Riley
MORELL
Dingwell & Rossiter
The Morell Co-Operative
FORTUNE
E. S. Johnson
M. R. Dingwell
GASPEREAUX
Est. H. Dunn
MIMINIGASH
J. J. Gallant
LAUNCHING
James Hayer
BEATONS MILLS
L. J. Hubley
IRIS
Carleton Hume
TYNE VALLEY
C. I. Lidstone
Thos. Nisbet
CAPE TRAVERSE
A. K. Lord
TIGNISH
J. J. McDonald
Morris Bernard Ltd.
The Myrick McIntosh Ltd.
Geo. A. Shelton
Tignish Co-Operative
ELDON
M. W. McDonald
D. J. McPherson
PRIEST POND
Mrs. D. A. McEachern
KILMUIR
McGowan's Limited
NORTHAM
Charles F. MacKay
Lester Bagiele
FLAT RIVER
Wm. McKenna

ELMIRA

Mrs. A. F. McPhee
Percy Murphy
Est. E. D. Fraser
CALEDONIA
C. R. Martin
BRIDGETOWN
Matthew McLean Ltd.
FREELAND
Mrs. Edith Palmer
ST. LOUIS
Capt. J. E. Perry
St. Louis Buying Club
F. J. Shea & Company
NEW ACADIA
Rudolph Peters
LOWER MONTAGUE
W. A. Poole & Company
ELMSDALE
A. L. Rennie
J. A. Callaghan
ALMA
Fred Rennie
MOUNT CARMEL
John Richard
RED POINT
Est. A. Robertson
COLEMAN
C. R. Wallace
SPRINGFIELD WEST
J. C. Wilkinson
VICTORIA
Wright Bros.
KINGSTON
O. Yeo
Malcolm McSwain
PETER'S ROAD
J. L. McKinnon
KINROSS
S. A. McLeod
CONWAY
Oscar W. McNeill
L. J. Murphy
UIGG
D. A. McPherson
ORWELL COVE
D. D. McLeod & Son
Malcolm McLean