

THE TRADE OF THE COUNTRY HAS BEEN REVOLUTIONIZED

Thousands of Dealers in Food Products are Now Under License--Over 126,000 Application Forms Have Been Sent Out up to Date---Licensing Division of the Food Board at Ottawa is a Very Busy Place.

If you were to spend half a day in the Licensing Division of the Canada Food Board you would come to the conclusion that something bigger than you dreamed of is going on just there—something that is upsetting old standards and imperceptibly revolutionizing the trade of Canada. The results will not be apparent in a day. The undertaking is immense but every week sees fresh strides being brought into line. One of these days the people of Canada will waken up, rub their eyes and wonder that so much has been happening without their knowledge.

Dealers know about it. They are the people immediately concerned. But they scarcely realize how much trouble is entailed by the mistakes they make in filling in their license forms. Perhaps a little explanation will serve to show them that the intelligent handling of an application blank will make things very much more satisfactory both for the officials of the Canada Food Board and for themselves.

Thousands Now Under License.

There is nothing stationary about the Licensing Division. Just picture it. Up to date something like 126,000 application forms have been sent out. The returns are coming in every day. On an average 900 are handled in one day but the figure has been known to go as high as 1,400. Already over 25,000 wholesale licenses have gone out, covering retail and wholesale grocers, wholesale fish dealers, bakers, wholesale produce dealers, fruit and vegetable dealers, millers and cereal manufacturers. During a recent week 40,000 application forms were sent out to the public eating places of Canada. This spells a further deluge of returns. You could scarcely imagine a busier office. Everything has to be minutely checked. There is no let up in the work.

There are people who whine about this licensing system, just as they whine about every other kind of legislation, saying that the fee is going to come out of their pockets after all. This is ridiculous. The licensing fee is merely nominal in the case of small businesses, but when multiplied by tens of thousands, while affecting the consumer not at all because of the wide distribution of area, it is a source of revenue for the Canada Food Board sufficient to cover current expenses.

Comprehensive Trade Directory.

In lining up the trades, the Food Board is compiling what will yet be the most comprehensive trade directory existing in Canada. The lists have been drawn from every reliable source but the best so far has only been 60 per cent. complete. Now, through the widespread publicity given to the order requiring that all dealers be licensed, hundreds are writing in of their own accord for license forms—tradesmen who are not listed anywhere and never would be listed but by some such scheme as the Board has projected.

It is a curious fact, but true, that

GOT WET FEET TOOK AWFUL COLD Could Not Sleep for Cough.

A bad cold accompanied by a distressing cough that keeps you awake at night is most aggravating, and unless it is attended to at once may develop into something very serious. Dr. Wood's Norway Pine Syrup is the remedy you should take. It heals the mucous surfaces, relieves oppression and tightness of the chest, removes the accumulation of phlegm, quiets the most obstinate and distressing coughs, and secures rest and sleep at night, not only to the sufferer, but to others whose rest would otherwise be broken.

Mrs. Ezekiel Acker, Lake Pleasant, N. S., writes: "I got wet feet and took an awful cold; could not sleep at night, and would do nothing but cough. My husband got me a bottle of medicine, but it was not worth bringing home. I was going to call the doctor in when a friend asked me to try Dr. Wood's Norway Pine Syrup. I told her I had not faith in it, but she urged me to get a bottle. I did, and I must say that of all medicine I ever took, it is the best, and relieved me the quickest of anything I ever saw." "Dr. Wood's" is put up in a yellow wrapper; three pine trees the trade mark; price 25c and 50c; manufactured only by The T. Milburn Co., Limited, Toronto, Ont.

people balk at filling in forms and usually manage to make a mess of it into the bargain. Even the most cursory glance over the license application forms received at the offices of the Canada Food Board would convince one of this. Indeed, one official declared that thirty per cent. of the labor spent on the licenses could be saved if the forms were intelligently filled in. There is nothing confusing about them. Name, street address and town or village; individual, partnership or company; departmental store or co-operative association; annual turnover and the kind of dealer one is—that is all. The prospective licensee must have his signature witnessed by a justice of the peace. Otherwise, it is invalid.

Mistakes of Forgetful Ones.

One of the favorite mistakes is to fill in the form and forget about the fee. Then, remembering his mistake the fee may come drifting in from the applicant several days after the form, and getting the two joined together again is quite an undertaking.

It would be a real boon to those who have to handle the licenses if everyone would bear in mind the fact that the fee and the filled-in form should come together and that all checks should be made payable at par at Ottawa. Otherwise, exchange has to be paid on the check. The Food Board has been compelled to announce that when remittances are made by check and the latter are not payable at par at Ottawa, they will be returned. This, of course, will mean delay in the applicant securing a license and he must still take the full responsibility if he operates without a license after the date when a license is required.

Then there is the dealer who does not seem to know what his business is. Instead of putting a cross opposite his particular trade he puts crosses opposite them all. Perhaps he sells dairy produce and vegetables and flour products and poultry. What kind of a license is he going to have? The crosses fly wholesale.

Finally, the man who handles that form has to exercise a great deal of perspicacity to decide just what kind of a license that man should have. And so it goes. It would take the patience of Job and the wisdom of Solomon to handle them all satisfactorily. It is a common thing to receive forms

sans name, sans street address, sans town or village, in fact, sans everything but the fee. Once in a while a signature in Jewish hieroglyphics drifts in or somebody owns to having a name and a street, but where, oh, where, in all Canada? Girls wend their weary way through Dun's on the slenderest clues, but alas! often to no avail. Tom Jones seems to think that because he lives in Canada it will be easy to send him a license. Adam Black lives on Pine street, it doesn't matter where. The Food Board should know whether it's Montreal or Glengarry or Timbuctoo.

Justice of Peace is Needed.

At least a third of the forms come back without having been corroborated by a J. P. All this means a waste of time and the duplication of labor, for these forms have to go back a second time.

Other people write from places that cannot be found in the directory. One man, who probably did not realize how funny he was, wrote in as follows: "This is a place with a population of 144 people. There are three stores but only enough inhabitants to keep one going. I run the post office and besides I'm the first to return my application form. Please send me a license but don't let the other two have any."

No licenses, no business! is the new rule of Canada, so far as the trade in food for the people is concerned. All that is necessary is to read the form carefully and answer the simple questions to the best of one's ability. It would simplify matters greatly if all the forms could be filled in by typewriter. None of the dealers themselves have any conception of the tremendous amount of needless work that their carelessness entails. If they had any idea of it, they would think twice before they sent their forms to the Food Board in the slipshod fashion that many of them do at present.

KAISER'S CUP IN MELTING POT

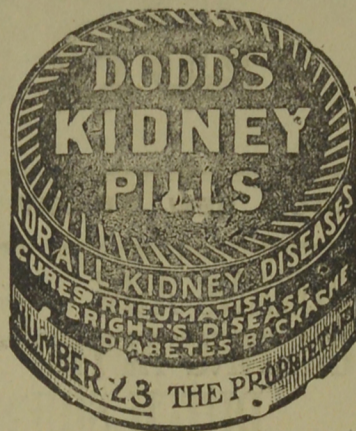
(Canadian Press direct wire.)

New York, May 21—A solid gold cup valued at \$5,000 and bearing the likeness of emperor William is to be melted down and the proceeds of the sale of the gold turned over to the Red Cross. The cup is a yacht trophy won by Wilson Marshall, a well known American yachtsman, in a race from Sandy Hook to the Lizard in 1905. Emperor William was the donor of the trophy.

GEMS OF POETRY

AFTER MANY DAYS.

No night so dark but just beyond it lies a dawn,
Nor day so sad and long but evening comes at last;
However great thy task, O toiler, still hope on—
The waves will bring again the bread upon them cast.



EGGS FOR HATCHING

S. C. Rhode Island Reds and White Plymouth Rocks; prize-winning bred-to-lay stock, equal to anything in the province. Pen 1 of my Reds is headed by a cock bird which I imported from the Owens farm at Vineyard Haven at a cost of \$25. He comes from one of the best laying strains in the world. Eggs from this pen, 20c, each, or \$3 per setting of 15.

Pen No. 2 is headed by the best cock at Moncton and Fredericton poultry shows. Eggs from this pen \$2 for 15.

White Rock Pen No. 1 is headed by Colonel, a famous prize-winning cock, and consists of 6 splendid females. Eggs \$3 per 15.

Pen No. 2 is composed of large healthy birds with splendid egg record. Would strongly recommend these for farmers, utility men. Price \$2 per setting.

WALTER BAILEY,
77 Argyle St. Fredericton.

HELP WIN THE WAR BY RAISING POULTRY.

When You Want Eggs for Hatching, Patronize the CELESTIAL CITY POULTRY YARDS.

The BARRED PLYMOUTH ROCK leads all as a Utility Bird. I have the famous Bred-to-Lay Strain imported direct from the Ontario Agricultural College at Guelph. These birds have been trap-nested for eleven years and are reputed to be the best on the continent. A record of 310 eggs was made at Guelph two years ago by a B. P. Rock hen. Price per setting of 15, \$1.50. Orders will be filled in the order received.

S. C. WHITE LEGHORNS—My first pen is headed by Snowball, winner of the special prize offered at the Fredericton Poultry Show last January for the best male bird of any breed. He also won first prize at Moncton and helped win the silver cup for the four best Leghorns at the show. Price per setting, \$2 and \$3 according to mating.

BUFF ORPINGTONS—Imported from the Owen Farm at Vineyard Haven, Mass. Large blocky birds, weighing from seven to nine pounds. Splendid for the market and good layers as well. Prize winners at every show. Price \$3 per setting.

I can also supply a limited number of game bantam eggs for hatching.

J. N. FERGUSON,
York Street, - Fredericton, N. B.

NOTICE

NOTICE is hereby given that there will be sold at public auction in front of the Post Office, in the City of Fredericton, on THURSDAY, the 23rd day of May, 1918, at 12 o'clock noon, the interests of Wilhelmina Phair in certain lands and premises known as the William D. Rainsford Homestead Property, described as follows:

"All those messuages and tenements and pieces or parcels of land and premises, situate, lying and being in the Parish of Kingsclear, in the County of York and Province aforesaid, known and distinguished as part of lot number twenty-two in the grant to Stephen Jarvis and others, bounded on the upper or westerly side by lands formerly owned by William B. Phair Esquire, and on the lower or easterly side by lands now or lately owned by Frances Goodlie, the piece or parcel hereby conveyed, measuring in front or breadth fifty-four rods more or less, and containing by estimation three hundred and thirty-five acres more or less, the upper half of the tract hereby conveyed having been heretofore sold and conveyed by the said Charles Rainsford and Deborah his wife, to James Balloch, and the lower half thereof having been heretofore sold and conveyed to the said James Balloch by Enoch Palmer and Lydia his wife, reference to York County Records, Book O, page 56, will more fully appear."

Excepting thereout a 2½ acre lot on the front thereof conveyed by the said William D. Rainsford in his lifetime to one William Sharp by deed dated September 1st, 1904, recorded in the York County Records in Volume 123, page 656.

And also excepting the right of way for the Saint John & Quebec Railway Company, conveyed to such Company by two several deeds, the first of which bears date the 16th day of June 1912, recorded in York County Records in Volume 150, page 51, and the second of which bears date the 2nd day of January, 1917, and is recorded in said records in Volume 164, page 53.

Also, "All that certain piece, parcel or lot of land, situate, lying and being in the Parish of Kingsclear aforesaid, adjoining land sold or deeded by said Charles Rainsford, bounded on the upper side by land owned or occupied by Estey on the front by the River Saint John, on the lower side by land deeded to William and Edward Rainsford, and extending back from the River Saint John to the rear of said river lots containing acres, more or less."

The interest of the said Wilhelmina Phair consists of the remainder in fee simple after the death of Maud C. Phair.

Dated May 8th, 1918.
MAUD C. PHAIR,
Guardian Person and Estate
of Wilhelmina Phair.

The Daily Mail

Will be sent to any address in
New Brunswick,
For One Year
for

Two Dollars

Payable in advance

No Advance in Price

A large shipment of records
just arrived

Grafonolas on easy terms

E. O. MacDonald

Music Store 560 Queen Street

DON'T FEED RATS. KILL THEM.
Common Sense Rat Poison
DOES IT.

—AT—

WILEY'S PHARMACY, York Street

SEEDS

No. 1 Timothy

No. 2 Timothy

Red Clover

Mammoth Clover

Alsike Clover

At lowest market rates.

G. W. HODGE

Custom Tailoring

The New Importations for the Coming Season are now on display. An early inspection will assure you of a large and varied selection to choose from.

We are also prepared to fill all orders entrusted to us for MILITARY CLOTHING at a reasonable price. We are sole agents for the Crown Tailoring Company, of Toronto, the largest Military Tailoring Company in Canada.

WALKER BROS. MERCHANT
TAILORS

QUEEN STREET, WEST END

PUBLIC NOTICE

For the purpose of conserving coal, electric light and power will be shut off on Sundays from daylight to dark until further notice. It is not anticipated that this curtailment of electric service will continue for more than two months, probably not so long.

By order of the Directors of Fredericton Gas Light Co.
HARRY D. WHITE,
51ns Manager.

Amid Swiss Scenes in the Canadian Pacific Rockies—windows framing million dollar pictures of Peaks and Glaciers.

"In the lake, ever changing, is Beauty herself, as nearly visible to mortal eyes as she may ever be. The water, beyond the flowers, is green, always a different green. Then a little wind awakes in the distance and ruffles the surface, 'yard by yard, covering it with a myriad of tiny wrinkles, till the lake is milky emerald, while the rest still sleeps. And at length the whole is astrid and the sun catches it and Lake Louise is a web of laughter, the opal distillation of all the buds of all the Spring."

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**CANADIAN
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Rides, Drives, Alpine climbing with Swiss guides Trails to Lakes in the Clouds, Boating, Metropolitan Cuisine.

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