

CURTAINMENT OF WHEAT IN USE OF BREAKFAST FOODS

Big Manufacturers of Cereal Products are Showing Disposition to Cooperate with the Government in the Saving Wheat--Several Firms Will Give up the Sale of Package Goods--Corn Used as a Substitute.

Since the new regulations came into force governing the sale of cereal packages there has been a decided curtailment in the use of wheat by cereal breakfast food manufacturers, and corn and other substitutes are taking its place among the popular breakfast foods.

The big manufacturers, the names of whose cereal products are household words in Canada, are showing their willingness to co-operate in the wheat saving asked for by the Food Controller by making conciliatory overtures which entail radical changes in their trade. As a result of the regulation requiring specific data from the manufacturer as to the cost of the container and advertising, definite information has been secured as to how much the public have been paying for the product and how much for wrappings. From now on they will be getting full value for their money as the most inexpensive of containers only are to be allowed.

A number of licenses already have been granted.

Products in Bulk.

Several firms have decided to give up the sale of package goods during the period of the war and have made arrangements to sell their products in bulk. The majority of licenses issued to date have been for breakfast foods and cereal preparations to be sold in packages ranging from three to seven or eight pounds. This is preferred by the Food Controller to small packages of a few ounces and, to meet his wishes, the manufacturers are inclined to push the sale of cereals in cheap packages and large quantities rather than in cartons.

No licenses are being granted for the sale of flour in small packages—either grain, whole wheat or ordinary flour. A similar policy is being pursued in the United States and Mr. Hoover is pointing out to the millers that while it may seem a hardship to them in the meantime, yet it is a war time necessity and they are doing it for the sake of the Allies and the men overseas.

Wheat Substitutes.

In some cases the manufacturers are using a label on their products indicating that they are assisting the Food Controller by substituting other grains for wheat. In one case a manufacturer proposes to increase the size of the package he produces from 10 to 12 ounces without increasing the selling price. He also proposes to substitute 33 1-3 per cent. corn for wheat. Another offers to substitute corn for the wheat which now constitutes 95 per cent. of the composition of the cereal which he manufactures.

In the case of one firm it was found that there had been an excessive "spread" between the cost of the raw material and the selling price. In

conformity with the regulations the manufacturer increased the weight of the packages by a quarter of a pound without increasing the selling price. It was further agreed to substitute 20 per cent. corn for wheat.

The gain to the consumer is illustrated in these instances, while the biggest factor of all is the saving of the wheat needed for overseas.

Slants of Humor

TIME FOR A FRICASSEE.

The world is an old Dorking hen That has been sitting on duck eggs and hatched out a splendid brood. But the ducks are taking to the water and the old hen is running up and down the bank, cackling hysterically: "Come back, you'll drown! No child of mine ever acted that way! It is unheard of! You are going to destruction!" But the little ducks pay no heed, they are revelling in the water. And presently they shall fly away, and we shall have the old hen for dinner.

CHANCE FOR A CINEMA.

Overheard at the dressgoods counter: "Now, Isabelle, one more word out of you and you'll go straight home without any clothes!"

AN OBSERVANT MAN.

A handsome hotel clerk makes this profound observation: Any girl will flirt as the train is pulling out.

WHO WOULD BE A VAMPIRE?

The highest wages paid to women shoe workers is to the vampires, who receive 23 cents an hour.—Clinton Advertiser.

A DOCTOR OF PHILOSOPHY.

Sir—Our pet doctor (V. S., not M. D.), says cats are like women—they will keep going till they drop; while dogs are like men—if one is sick everybody in the house knows it.

WE KNOW SHE NOSE.

When Sis forgets her powder puff That is the worst of woes— No secret this, it's merely just What every woman nose!

HAD GOOD PRACTICE.

The head of the household wore a look like a nice, fat thundercloud when he beheld numerous bills spread out before him.

"Your extravagance is becoming unbearable," he growled. "When I die you'll probably have to beg."

"Well, I should be better off than some poor woman who never had any practice," replied his wife slowly.

FOR BACK YARD POULTRY MEN

Growing eggs for your own table is not hard work. All one has to do is to get good laying hens, keep them dry, out of draughts in cold weather, give them plenty of exercise, fresh water and sensible feeding.

There are many varieties, which may be classed in two general divisions, layers and meat birds, although the "layers" may be fricasseed or fried, and the "meat fowls" lay eggs, some strains being as good layers as any other breed.

The laying varieite best known are the Leghorns and Minorcas, in three colors, white, black and brown. They are unreliable sitters and hens of other breeds or an incubator must be used for hatching purposes.

They are smaller of body and lay smaller eggs as a rule, but they mature earlier and make good broilers in a few weeks' feeding.

The so-called meat fowls include among others the Wyandottes, Plymouth Rocks, Rhode Island Reds, Cochins, Orpingtons and Sussex. The first three are more often found in amateurs' poultry yards.

PERFECTLY SHOCKING.

"My dear, you mustn't let anybody read that letter from Cousin George at the front. I'm surprised that he'd write such things."

"What's the matter with his letter? It's mighty interesting."

"Some parts of it are, but his confessions of disgraceful conduct are dreadful. I wouldn't let the world have anyone know of his doings."

"I don't get you at all."

"You don't? Didn't you read that part of his letter where he says he was out with a British tank last night and they rolled all over the place?"

The ordinary scrub hen isn't worth her board. If she comes a good laying flock you out to get about 200 eggs a year for the first two years. No hen should be kept longer.

If you are going to start a backyard poultry yard you can start by buying guaranteed eggs and incubating them or by purchasing baby chicks or a flock of year-old hens.

Whether you buy eggs for hatching or chicks or hens, be sure that you get them from a reliable person.

Keep only one variety and in time try to improve upon it. If you have a neighbor who keeps chickens talk the matter over with him.


A TYPE.

So beautiful she seemed to me,
I wished we might be wed.
Her neck was just like ivory!
(Alas! So was her head.)
—Cleveland Plain Dealer.

In fancy I can see her now,
Why did we ever part?
Just like a snowdrift was her brow,
And also was her heart.
—Youngstown Telegram.

To me she sometimes seemed inclined,
And I had quite a case;
She had a frank and open mind,
And, mostly, open face.
—Houston Post.

We married in the month of May—
Her charms I could not spurn;
She, who such a taking way,
Now takes all I can earn.
Nebraska State Journal.



Wood's Phosphodin.
The Great English Remedy.
Tones and invigorates the whole nervous system, makes new blood in old veins, cures nervous debility, mental and brain worry, despondency, loss of energy, palpitation of the heart, failing memory. Price \$1 per box, six for \$5. One will please, six will cure. Sold by all druggists or mailed in plain pkg. on receipt of price. Non-patented mailed free. THE WOOD MEDICINE CO., TORONTO, ONT. (Formerly Windsor.)

THE VALUE OF ADVERTISING

The value of Advertising in all cases must be based on the return for the outlay. No better opportunity in this respect can be found in this locality than

THE DAILY MAIL

This paper has a special value to the local advertiser, as the majority of its readers are in this city and the immediate surrounding country.

Our Advertising Rates will be found decidedly reasonable in view of the results obtained.

PEOPLE READ ADVERTISEMENTS

They are trying to buy as wisely as they can. It is necessary that they should.

They are eager to know what the local merchants have to offer, and good live advertising is interesting reading to them.

Most of our enterprising business men have already realized this fact and their advertising appears regularly in the Mail.

If you are not a regular advertiser in the DAILY or SEMI-WEEKLY MAIL, you are overlooking an opportunity that no business man in this locality ought to be too busy to appreciate.

In spite of increased prices of materials and the upward tendency in rates for all services in the business world, the subscription price of the Mail has not been increased, and we are daily booking new subscribers, which means more readers and customers for our advertisers.

Sound Advice

THE best information obtainable at present indicates plentiful supplies of raw sugar for the year 1918, and, PROVIDED THAT SHIPS ARE AVAILABLE to transport the raw sugar, everybody should be able to obtain a reasonable supply.

This is a great big "IF" however, to overcome, and therefore it would be safer for consumers and dealers to make plans only for eighty to ninety per cent of last year's consumption.

It will be well on in February before any large supplies of raw sugar reach Canada, and in the meantime the supply will be limited owing to the small stocks on hand.

During 1917 this Company has operated its Refinery continuously, the only interruption being two days at Christmas time. We believe this record has not been equalled by any refinery in the United States or Canada.

During the whole year it has been our constant aim to keep the Canadian public supplied with "LANTIC PURE CANE SUGAR" at reasonable prices.

In order to accomplish this extraordinary feat in view of the actual sugar shortage that occurred, we were obliged at different periods, to purchase raw sugar at highest prices when such action was most unprofitable.

During 1918 we will continue our Advertising Campaign of our celebrated "LANTIC SUGAR" and, in addition, will make a feature of our Old-Fashioned Brown Sugars, known to the trade as *soft* or *yellow* sugars.

These sugars are available in three different grades, under the names of

**Lantic
Sugar**

*Light Yellow
Brilliant Yellow
Dark Yellow*

Such sugars as these have a pronounced flavour all their own that adds richness to everything for which they are used.

Try "LANTIC OLD FASHIONED BROWN SUGAR" for Cooking and Cereals and on homemade bread for the kiddies. Its rich deliciousness and melting goodness will induce you to USE IT DAILY.

For sale by all first class grocery stores in any quantity. The Red Ball Trade Mark appears on each 100 lb. bag and your

grocer will be very glad to show you that the sugar you are getting is out of a "LANTIC" bag.

We thank our friends, the people of Canada, for their generous approval of the quality of our Products and the liberal share of their patronage given us during the three years of our existence.

We assure them that in the future the same high standard of quality will be maintained so that our Red Ball Trade Mark will always be recognized as the "SEAL OF PURITY".

ATLANTIC SUGAR REFINERIES LIMITED.

Montreal, Que.

St. John, N. B.

PILES

Nothing known to science is better for this painful ailment than Zam-Buk. It reduces inflammation, stops bleeding, ends the agony. Easily applied and cleanly. Why go on suffering? Why not try it? Read the following cures.

Mrs. C. Hanson, Poplar, B.C., says: "I suffered for years with bleeding piles. The pain was often so bad I could hardly walk. I tried remedy after remedy, and finally underwent an operation, but only got temporary relief. At last I tried Zam-Buk. Perseverance with this remedy completely cured me, and there has been no return of the trouble."

Mr. W. J. Donovan, of New Edinburgh, Ont., writes: "For two years I suffered with bleeding piles. The pain was most intense. I tried one after another of the so-called remedies, but without effect. At last I decided to try Zam-Buk. This gave quick relief from the dull, gnawing pain, and perseverance with Zam-Buk cured me. The cure has been permanent."

ZAM-BUK ALSO CURES ECZEMA, BLOOD POISON, ULCERS, COLD SORES, CHAPPED HANDS, SCALP SORES, CUTS, BURNS, BRUISES, SCALDS and all SKIN INJURIES and DISEASES. All druggists and stores, or Zam-Buk Co., Toronto, post free for price. Refuse harmful substitutes and preparations advanced as "just as good."

FREE BOX

Send this coupon, name of paper, and 1c stamp to Zam-Buk Co., Toronto, and receive trial box.

Zam-Buk