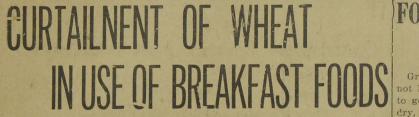
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Big Manufacturers of Cereal Products are Showing Disposition to Cooperate with the Government in the Saving Wheat---Several Firms Will Give up the Sale of Package Goods---Corn Used as a Substitute.

Since the new regulations came into, conformity with the regulations the force governing the sale of cereal manufacturer increased the weight of packages there has been a decided the packages by a quarter of a pound curtailment in the use of wheat by without increasing the selling price. cereal breakfast food manufacturers, It was further agreed to substitute and corn and other substitutes are 20 per cent. corn for wheat. taking its place among the popular breakfast foods.

of whose cereal products are household words in Canada, are showing their willngness to ico-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 cos of the container and advertising, definite information has been secured as That has been sitting on duck eggs to how much the public have been 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 And presently they shall fly away, 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 break fast foods and cereal preparations to be sold in packages ranging from ter: "Now, Isabelle, one more word three to seven or eight pounds. This out of you and you'll go straight home 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 ce reals in cheap packages and large quantities rather than in cartons.

No licenses are being granted for the sale of flour in small packageseither grain, whole what or ordinary flour. A similar policy is being pur sued 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 overseas

Wheat Substitutes.

are using a label on their products indicating that they are assisting the Food Controller by substituting other When Sis forgets her powder puff grains for wheat. In one case a man-

The gain to the consumer is illus-

trated in these instances, while the The big manufacturers, the names 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 and hatched out a spindled brood. paying for the product and how much 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 we shall have the old hen for dinner.

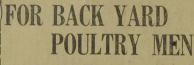
CHANCE FOR A CINEMA. Overheard at the dressgoods coun without any clothes!'

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 hoe 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 for the sake of the Allies and the men D.), says cats are like women-they will keep going till they drop; while dogs are like men-if one is sick ev some cases the manufacturers erybody in the house knows it."

WE KNOW SHE NOSE That is the worst of woesufacturer proposes to increase the size of the package he produces from 10 to 12 ounces without increasing



Growing eggs for your own table is dry, out of draughts in cold weather, flock of year-old hens. give them plenty of exercise, fresh

ater and sensible feeding. hay be classed in two general divi-

he "layers" may be fricasseed or fried, and the "meat fowls" lay eggs, matter over with him. some strains being as good layers as

The laying varieite best known are

colors, white, black and brown. They are unreliable sitters and hens of other breeds or an incubator must be used for hatching purposes.

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

among others the Wyandottes, Ply mouth Rocks, Rhode Island Reds Cochins, Orpingtons and Sussex. The first three are more often found in amateurs' poultry yards.

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

It's mighty interesting."

essions of disgraceful conduct are dreadful. I wouldn't for the world have anyone know of his doings." "I don't get you at all."

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 cames 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 ot hard work. All one, nas to do is guaranteed eggs and incubating them o get good laying hens, keep them or by purchasing baby chicks or a

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

Keen only one variety and in time lons, layers and meat birds, although try to improve upon it. If you have a neighbor who keeps chickens talk the

any other breed.

the Leghorns and Milorcas, in three

They are smaller of body and lay

The so-called meat fowls inculde

PERFECTLY SHOCKING.

"What's the matter with his letter?

"Some parts of it are, but his con

"You don't? Didn't you read that price. New pamphlet mailed free. THE WOOD MEDICINE CO., TORONJD, ONT. (Formerly Windsor)

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.

THE VALUE OF ADVERTISING

The value of Advertising in all cases must be based on

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.



HE 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 "I F" 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 Adver

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 in clined, 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 Phosphodine.

he Great English Remedy ones and invigorates the whole

e \$1 pe

the selling price. He also proposes to substitute 33 1-3 per cent. corn constitutes 95 per cent. of the compo- spread out before him. sition of the cereal which he manufac-

that there had been an excessive "spread" between the cost of the raw some poor woman who never had any material and the selling price. In practice," replied his wife slowly.

HAD GOOD PRACTICE.

The head of the household wore for wheat. Another offers to substi- look like a nice, fat thundercloud tute corn for the wheat which now when he beheld numerous bills

"Your extravagance is becoming unbearable," he growled. "When I die In the case of one arm it was found you'll probably have to beg."

"Well, I should be better off than



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 semedy, and finally underwent an operation, but only got temporary relief. At last I tried Zam-Buk. Perseverance with this remedy com-pletely cured me, and there has been no return of the trouble."

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



tising 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



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.