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PURITY FLOUR

Government Standard
THE BEST FLOUR POSSIBLE TODAY
MORE BREAD AND BETTER BREAD
AND BETTER PASTRY

Western Canada Flour Mills Co. Limited
HEAD OFFICE—TORONTO
PURITY OATS MAKES
BETTER PORRIDGE

Canada Food Board License Nos.
Flour 15, 16, 17, 18, and 2-009

MARKETS

The following comment on the market situation as regards food stuffs appears in Canadian Grocer, this week.

Substitute flour difficulties seem possible of solution, according to advice reaching the trade this week. It is understood prices which will be paid for accumulation of substitute flours have been named and whereas in all cases these do not cover entire cost, it is further thought these will not result in serious losses to the millers. The movement will have to be started soon, as it is said supplies must be assembled at seaboard for overseas shipment by February 15. Full details as to how business will be handled and prices to be paid are not yet available.

The salmon situation has been finally settled, it being understood that packers' figures for sockeye have been met and pinks accepted at a slight reduction per case. The Canadian trade will receive no more than commander order called for, so best grades will be scarce before another pack is put up.

Toronto
The lifting of the restrictions in full by January 1 is news welcomed by the trade as a whole. Conditions are such that more nearly normal business operations may soon be expected to result, and the whole machinery of distribution on sugar operate smoothly.

There have been some lower prices named on some grades of sugar as better supplies become available. A

reduction of 15c per dozen has been made in some quarters on jelly powders, the removal of the restrictions on sugar with better manufacturing conditions resulting, being a factor. Grapefruit has eased away slightly on the local market, with ample supplies available. Oranges are in very good supply, with prices firmly held. Potatoes have stiffened, prices being up 10c per bag.

A decline in live hogs of 25c per cwt. has been recorded, this week. Some readjustments on cured meats to slightly lower levels are also reported. Boneless hocks and roasts coming down 1c per pound. Lard is somewhat unsettled, with a firmer market a possibility. Butter is up 1c per pound, and eggs 1c per dozen. With the exception of turkeys and ducks, a general easing away of buying prices on poultry of from 1 to 2c per pound is reported.

Montreal
The advances of the week are those made for paper bags, mince meat, caustic, cod liver oil, corn syrup, maple sugar, tomatoes and cauliflower. There is a very firm undertone to the coffee market still, and white peppers are high and firm. Among the declines made are those for peanut butter, mill feeds, and an easier and unsettled feeling in some quarters for cereals. There have been no actual declines for the latter however.

Bean and pea stocks are stated as very heavy, and the natural consequence is a softening of prices for these lines, particularly so as there is but a small and limited sale for

GREECE MUST CARE FOR MACEDONIANS

By Courier Leased Wire

Saloniki, Saturday, Dec. 19.—(By the Associated Press)—One of the most pressing problems facing the Greek government is the case of tens of thousands of Greek inhabitants of Macedonia, who have been left destitute by the war, and to provide for the great number of refugees who are returning to Greece over every road and through every mountain pass. To meet the situation the Greek government has appropriated \$500,000 for relief work.

The American Red Cross is co-operating with the Greek authorities and every means is being employed to reduce the suffering and misery among the Macedonian Greeks. The Red Cross has established canteens at every railroad centre, including relief stations on the border between Macedonia and Bulgaria.

The Red Cross also has sent a boatload of supplies to the Island of Mytilene to relieve conditions there. The condition of the returning refugees excites pity everywhere. They are without adequate clothing, food and shelter.

Of the 100,000 or more Greeks deported from Macedonia by the Bulgarians, thirty thousand are said to have died of starvation, disease and the rigors of exile.

Many of the refugees are suffering from disease, and are on the point of starvation. Some have died on the journey home.

At Drama and Iantzi, the correspondent saw the bodies of fifteen women and children taken off one train. The usual mode of conveyance for these wretched people is cattle cars, into which eighty or one hundred are packed. Many have been forced to make the trying journey on foot and large numbers of them have died on the way.

The condition of those who remained in Macedonia during the Bulgarian occupation is almost as bad as that of those who were deported. Many of them are starving and great misery exists everywhere.

LINER ARRIVES

By Courier Leased Wire

New York, Dec. 20.—The White Star liner Magenta from Liverpool arrived today with 310 passengers, among them being a number of Canadian, Australian and American army and naval officers and Y.M.C.A. and Red Cross workers.

An Italian trade commission, composed of Colonel Hugo Pizarro, and Lieut. Angelo Favelli, was also aboard. They will go directly to Washington.

Reports are better regarding the improvement looked for in sugar supplies. Canned goods are somewhat uncertain, and favorable prices are obtainable now on peas and tomatoes, but corn is steady and firm. Peanuts of all kinds in the shell are particularly easy and may go lower.

A SOLDIER'S CHANCES.

He Is More Likely Than Ever to Come Out Alive.

Dr. L. Billon is a French physician who has made a study of the human body from a strictly military standpoint. He has mapped out all its more vulnerable regions and shown where a soldier may be shot or bayoneted without necessarily being killed. But that doesn't tell a man what his chances are of coming alive out of a battle.

Despite the reports that whole regiments have been wiped out of existence, death comes to but a small percentage. It has been estimated that after 35 per cent. of a body of troops have fallen the rest will retreat.

It is very rarely that anything like this critical 25 per cent. is attained. In past wars the lowest death rate in battle was the 46 per cent. recorded for the Spanish-American war of 1898, and the highest was 12 per cent., which was the Russian record for the Crimean war of 1854-1856.

But, if we may judge from the figures compiled by the French, despite the deadly machine gun, despite the millions of shells fired during a prolonged battle, despite the frightful gas shells, a soldier's chance of coming out of an engagement in this war are better than they ever were.

According to these statistics, the total French losses for the first six months of 1914 was 5.41 per cent.; for the year 1915 they decreased to 4.07 per cent.; by the end of 1916 they had been reduced to the astonishingly small ratio of 2.7 per cent. As a matter of fact, these percentages are extraordinary, because they allow not only for the killed but also for missing and prisoners. On the other hand, the British seem to have suffered more severely, probably because they had not developed the art of self-protection so early. During the first year of the war the British losses varied from 3 per cent. to 13.3 per cent. Correspondents reported that the Princess Patricia's was practically destroyed. Now we learn that it lost but 12.2 per cent. of its officers and 9.1 per cent. of its men.

Stole German Army Train

Stealing over No Man's Land on his own initiative, Charles Spencer, a private soldier from Duncan, B.C., who formerly drove on the C. P. R. between Vancouver and North Bend, climbed in the cab of a stalled Hun locomotive, and while the enemy sentries paced back and forth, steamed up and threw her open for the British. He was well inside them before the Germans discovered the trick had been turned. The stolen train contained sixteen carloads of ammunition and eight big guns. Spencer became a lieutenant the following day.

Children Cry

FOR FLETCHER'S

STARCH

To Our Patrons:

You are kindly requested to secure your supply of Bread on Tuesday for Christmas, and the following day, Thursday. There will be no delivery on those days.

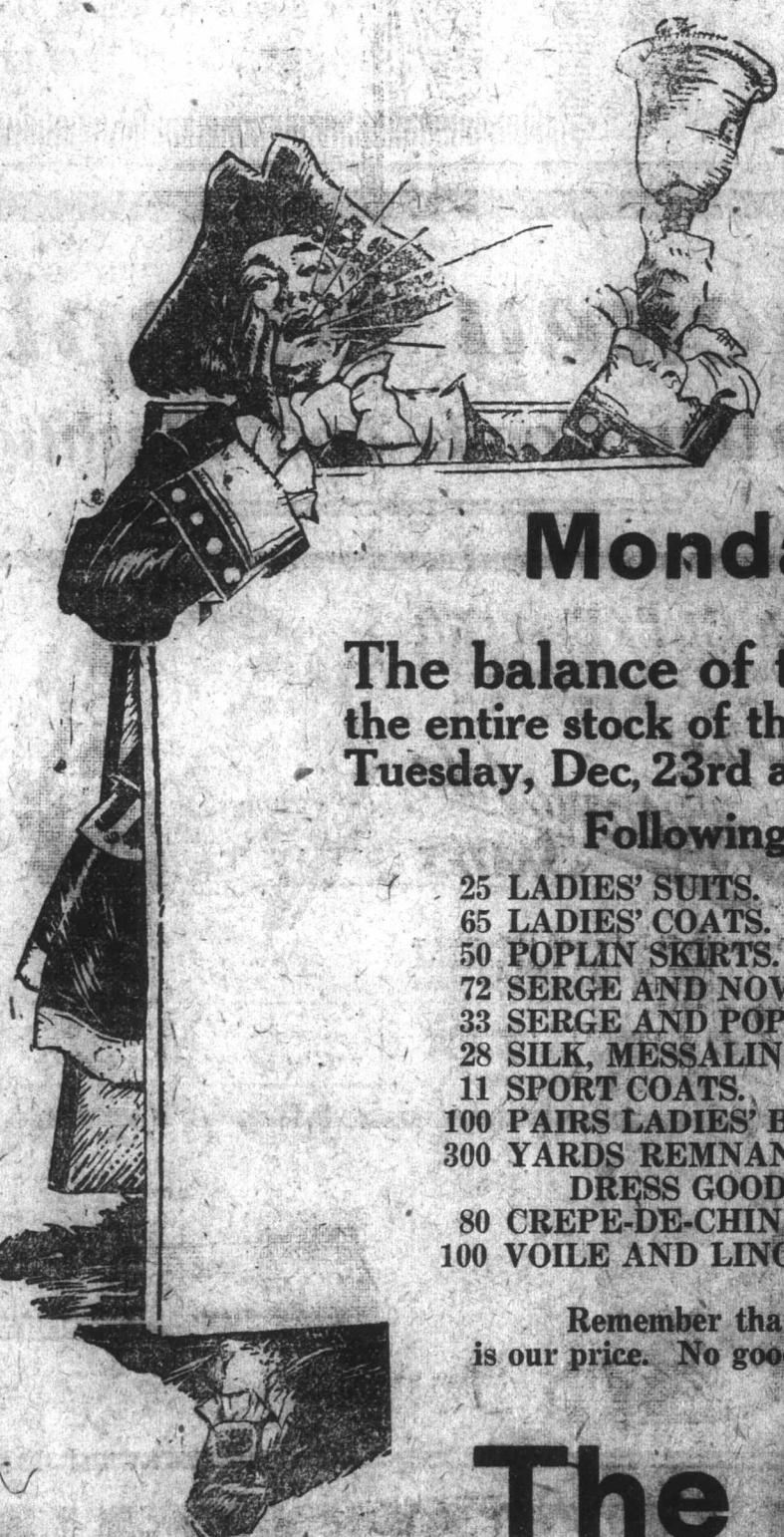
By so doing, this will avoid the necessity of our Bakers working on Christmas Day, and give our whole staff an extra holiday.

So, although at a financial loss, in recognition of the co-operation and fidelity of our employees during the year, we have decided to allow them, some of whom are returned soldiers, to spend Peace Christmas at home with their family, and we have no hesitation in asking your co-operation in this matter.

We take this opportunity of thanking you most sincerely for your patronage during the year, and wishing you a Merry Christmas, and a Happy, Prosperous New Year.

**The Whitaker
Baking Co., Ltd.**

Like the British Navy, Always in the Lead.



GREAT PUBLIC

AUCTION SALE

Monday and Tuesday, Dec. 23 and 24

The balance of the fire stock of the Dominion Cut Rate Store, together with the entire stock of the Ontario Fur Co. of Toronto will be sold by public auction on Monday and Tuesday, Dec. 23rd and 24th at our storerooms, 52 MARKET STREET, by Mr. Bragg, Auctioneer

Following merchandise to be sold at your price. Your price will be our price

- 25 LADIES' SUITS.
- 65 LADIES' COATS.
- 50 POPLIN SKIRTS.
- 72 SERGE AND NOVELTY SKIRTS.
- 33 SERGE AND POPLIN DRESSES.
- 28 SILK, MESSALINE AND TAFFETA DRESSES.
- 11 SPORT COATS.
- 100 PAIRS LADIES' BOOTS.
- 300 YARDS REMNANTS OF SILK, LINEN AND SERGE DRESS GOODS.
- 80 CREPE-DE-CHINE WAISTS.
- 100 VOILE AND LINGERIE WAISTS.

- 125 MESSALINE, TAFFETA AND JAP SILK WAISTS.
- 200 CREPE, SILK AND COTTON CORSET COVERS.
- 45 LADIES' NIGHT GOWNS.
- 25 BOYS' AND GIRLS' FUR COATS.
- 15 GREY FOLF FUR SETS.
- 18 BADGER FUR SETS.
- 50 ODD FUR MUFFS AND COLLARS.
- 7 TAUPE WOLF SETS.
- 10 RED FOX FUR SETS.
- 15 BLACK WOLF FUR SETS.
- 15 GIRLS' AND MISSES' WHITE THIBET FUR SETS.
- 45 GEORGETTE CHEPE WAISTS.

Remember that all the above merchandise must be sold on Monday and Tuesday, Dec. 23 and 24, at your own price. Your price is our price. No goods will be reserved. Sale hours, 2 to 5 p.m., and 7 to 10 p.m. Remember the date. Remember the place.

The Dominion Cut-Rate Store

52 MARKET STREET - BRANTFORD