

Some idea of the extent of the industry in the United States will be gathered when it is realized that in 1914 it was conservatively estimated that there was \$70,000,000 invested in ice cream factories and equipment. Approximately 175,000,000 gallons of ice cream was sold, which at an average wholesale price of eighty cents per gallon, amounted to \$140,000,000.

In Canada no figures are available except those set forth in a paper by J. A. Ruddick, Dairy and Cold Storage Commissioner, and published by the Department of Agriculture on March, 1913, entitled, "A Review of the Dairy Produce Trade," where it is stated:

"I have been impressed, as every one who observe these things must have been, by the enormous increase in sweet cream consumption in the towns and cities and the great development of the ice cream business during the past six or eight years. We have recently made an attempt to collect some statistics of the cream and ice cream trades in twenty-four cities throughout Canada, and after a careful estimate I find that during 1912 the quantity of cream used in the manufacture of ice cream in these places was - equivalent to nearly two million pounds of butter or over four million pounds of cheese. If we add to this the sweet cream sold, we have a total which represents over six million pounds of butter or thirteen million pounds of cheese. This estimate takes no account of the hundreds of small businesses scattered through all the smaller towns. The surprising thing about this trade is, that as far as the ice cream is concerned, it has developed within the last six or eight years, and most of it is of much more recent origin. Of sixty establishments from which returns were obtained, all but thirteen have been started since 1904. The managers of these establishments say that their trade in 1912 showed an increase of 20 per cent.