

# IMPORTANT ANNOUNCEMENT

## The Wm. Davies Co., Ltd.

Owing to the war there seems to be a general panic on the part of the public to buy foods for use at a later date. The Wm. Davies Co. is not in a position to say if such a course is wise or not with regard to staple, imperishable foods, such as flour, sugar, cereals, etc., neither can we be prophetic and forecast prices of meat products and produce over any length of time.

There are two considerations, however, which on mature reflection should convince householders not to lay in unreasonable supplies of hams, bacon or produce. The first is that meats cured by modern methods are not intended for long carrying, and, while they will not spoil, they may go off in flavor if kept too long, and produce for long keeping requires cold storage facilities that the householder cannot supply. The second and most important consideration is that the United States and Canada are enormous producers of hogs and produce, and a famine of such food products is not liable to take place in the countries of origin of such foods, particularly when these countries are not actually engaged in war within their own border.

Of course, no one can accurately forecast a situation, especially in a time of war. If Denmark, which, next to the United States, is the chief source of ham and bacon supplies for Great Britain, should be cut off for any important length of time from supplying Great Britain, then prices of hog products and produce would be bound to advance over the rest of the world and remain thus until the connection should be re-established by Great Britain securing complete control of the North Sea. Surely this is what will happen soon. Once Denmark can ship her food products into Great Britain with reasonable safety, normal prices on cured meats should prevail here once more.

Whatever public opinion may be, there are no large quantities of meats in cold storage, and the Wm. Davies Co. has no intention of withholding meats from the market when cured because a war situation might make it advantageous to do so.

The remedy is in the hands of the purchasing public. If it scrambles the next few weeks for more supplies of meats, produce and canned goods than are immediately available, war prices must be paid in order to check the demand, on the same principle that an advancing bank rate checks borrowing. While the history of all big wars is to advance food products, and while this may happen in the present war, the Wm. Davies Co. sincerely believes it is cheaper in the long run for the public to purchase such supplies as are sold in our stores in reasonable quantities.

**Our specialties are Davies' Hams, Bacon, and all kinds of Cooked Meats; Butter, Eggs, Cheese, Canned Vegetables and Canned Salmon.**

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