

A crackerjack of a Christmas present

Big Ben

REMEMBER when you were a kid?—the presents that were all shiny and bright and that worked?—weren't they the ones that you were proudest of?

Something for your room—something you could use all year—something like big people had in their rooms. Didn't sensible presents appeal to you best when you were a kid? Think back a bit and see.

Then think of Big Ben for those boys and girls.—Toys, of course, should never be displaced. It wouldn't be Christmas without them, but mix in useful things—things that develop pride and make little people feel responsible. Give them presents to live up to and to live up with. Don't make the mistake of thinking they don't feel the compliment.—Let one of the first things that greets your little boy and girl Christmas morning be that triple nickle-plated, handsome, pleasant-looking, serviceable and inspiring clock-alarm—BIG BEN.

Just watch if they don't say, "Isn't that a crackerjack! Why! is that for me to use myself?"—Then see how proudly they carry Big Ben upstairs "to see how he looks in my room." Just put yourself in that boy's or girl's place.

Big Ben is a crackerjack-of-a-Christmas-present to give to anyone. The fact is, he is two presents in one, a dandy alarm to wake up with, a dandy clock to tell time all day by. And he's as good to look at as he's pleasing to hear.

He stands seven inches tall, slender, handsome, massive, with a big, frank, honest face and big, strong, clean-cut hands you can see at a glance in the dim morning light without even having to get out of bed.

He's got an inner vest of steel that insures him for life; large comfy keys that almost wind themselves, and a deep, jolly ring that calls just when you want and either way you want, five straight minutes or every other half minute for ten minutes, unless you flag him off.

Big Ben is sold by 18,000 watch-makers. If you can't find him at your jeweler's, a money order mailed to his designers, Westclox, La Salle, Illinois, will send him when and wherever you say, attractively boxed and express charges paid.

\$3.00

At Canadian Dealers.

of the joint committee of the Fruit Growers' and Apple Shippers' Associations, appointed to investigate shipping conditions and suggest ways of improvement. Mr. McIntosh dealt with the problem in a broader way than it has ever been handled before at the Fruit Growers' Convention. Petty charges of pilfering from packages received little attention from this speaker. Instead, he made a sweeping indictment of overcharging and inefficiency in transportation on the part of our railway companies, as a result of which Canadian producers are being driven off their own Canadian markets. Mr. McIntosh took the market at Sault Ste. Marie as an example. The rate of fruit from Lyons, N.Y., to the "Soo" was found to be forty-two cents a cwt., while Western Ontario growers are charged fifty cents a cwt. As a result of these discriminations, United States fruit growers have almost monopolized this Canadian market.

An investigation into freight rates on American and Canadian lines brought out the following: Rate from Minneapolis to Sault Ste. Marie, four hundred and ninety miles, thirty cents; Forest, Ont., to Sault Ste. Marie, three hundred and twenty-five miles, fifty-four cents; Chicago to Sault Ste. Marie, three hundred and forty-seven miles, onions and vegetables, six hundred and seventy-four miles, twenty-two cents; Forest to Sault Ste. Marie, three hundred and forty-seven miles less, twenty-six cents. Rates east of Winnipeg are not as satisfactory as they might be, but West they are altogether exorbitant. A carload of apples can be sent from St. Catharines to Winnipeg, one thousand two hundred and thirty-four miles, for one hundred and twenty-seven dollars twenty cents. To send the same carload four hundred and eighty-nine miles further to Saskatoon would cost ninety-one dollars twenty cents additional. Is it any wonder that Ontario growers are losing the western market?

FRUIT TO GARGARY AT THREE MILES AN HOUR

Mr. McIntosh recommended that measures be taken to force the railway companies to carry fruit at a rate of at least ten miles an hour. One shipment of apples to Calgary which had been traced did not average three miles an hour. Another to Regina averaged six miles an hour, and the average of fourteen carloads to Winnipeg was hardly seven miles an hour. Losses sustained by individual growers from these delays had amounted in some cases to over three hundred dollars. The Railway Commission cannot deal with this question until evidence is submitted that will prove the entire system defective. Mr. McIntosh suggested that it would be only just that when a grower had to wait for more than three days for a car, that the railway company bear the loss sustained. A significant feature noted by the speaker was that car shortage was most noticeable at non-competitive points.

A NEEDED PRIVILEGE

A further reform urged by the committee that Mr. McIntosh represented, was that growers be allowed to complete cars in transit as is permitted with almost all other lines of goods. This is a reform that would be of particular benefit in districts where fruit is not a specialty and where it is difficult to secure an entire carload at one point and at one time. The inefficiency of the railway service is well illustrated by their failure to provide refrigerator cars in sufficient numbers to accommodate increasing traffic. Mr. McIntosh cited one railway company that has ten refrigerator cars less than it had four years ago and in the meantime the tonnage carried has grown

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