

For tea
you can't beat
LIPTON'S TEA
OVER 2 MILLION PACKAGES SOLD WEEKLY

SUCCESSFUL ORGANIZATION OF BIG CANADA BREAD COMPANY

Mr. Cawthra Mulock of Toronto Announces Plans for Establishment by New Company of Modern Plants in all the Larger Cities of Canada.

Toronto, Aug. 7 (Special).—The establishment of another large industry for Canada will result, from the negotiations closed here today by Mr. Cawthra Mulock, for the organization of Canada Bread Company, Limited. The company will have modern bread manufacturing plants in Montreal, Toronto and Winnipeg, and it is the intention to arrange in the near future for the erection of plants in all the other larger cities of the Dominion.

The company, when immediate plans of extensions and new plants are completed, will have a weekly output of 1,000,000 loaves, giving it an annual production of about 50,000,000 loaves.

According to announcement made here to-day by Mr. Cawthra Mulock, included in the new company are five of among the largest bread manufacturing companies in Canada, among them being the Bredin Bread Company of Toronto; Stuart's, Limited, Montreal; Geo. Weston, Limited, Toronto, known as the "Model Bakery"; W. J. Boyd, Winnipeg, and H. C. Tomlin, Toronto, known as the Toronto Bakery Company. The businesses taken over have all grown from very small beginnings, and are to-day among the most successful in their respective fields in the country. The services of the men who have made the different businesses pre-eminently successful are being assured to the new company, Mr. Mark Bredin, head of the Bredin Bread Company, Toronto, and regarded as perhaps the most successful bread manufacturer that Canada has yet had, will be general manager, while the Board of Directors will include Geo. Weston, President of Geo. Weston, Limited, H. C. Tomlin, of the Toronto Bakery Company, and W. J. Boyd, of Boyd's Bakery, Winnipeg. Canada Bread Company, Limited, is at the outset being placed in a very strong financial position by the sum of \$1,000,000 being placed in the treasury to provide for the erection of new plants and the extension of the present ones, and, at the same time, supply ample working capital.

When seen to-day, Mr. Mark Bredin, the General Manager, pointed out that the new big bread company, with its modern up-to-date plants, would be in a position to turn out a more uniform and better grade of bread, while the systematizing of the distribution will insure to the company the saving of enormous sums that are now being wasted, owing to the customers of the different bakeries being very largely spread over all sections of a city.

A MATTER OF REPAIR.

"I see," said Hicks, "that they have started a movement over in England to remodel the Ten Commandments."

"Remodel, eh?" retorted Dorkins. "What a waste of time! All they need is restoration."

"Doctors are no good!" growled the weary man. "Why?" inquired his friend. "I went to see one last night. I've had no sleep for months, walking the baby up and down the floor at night. He examined me and told me I wanted more exercise!"

WHY THE TEETH DECAY.

Here's One Authority Who Lays It to Lime Starvation.

"The almost universal decay of the teeth is proof positive that our nation is suffering lime starvation," writes a chemistry lecturer in the Dietetic and Hygienic Gazette, "85 per cent. of the school children of Louisville have badly decayed teeth."

"Our dentists prescribe tooth washes and tooth pastes, advocate local hygiene, fill cavities and fit bridges, and all this time ignore the fact that the basic causes is lime starvation."

"Dentists will tell you that the sugar you take in your mouth acts directly upon your teeth. Dentists shut their eyes to the evident fact that decay starts first in the pulp beneath the intact enamel and honeycombs the interior tooth until the shell-like bridge of enamel breaks beneath the strain."

"The enamel gives absolute protection against the external attacks of acids and sugar. I have immersed sound teeth for months in a solution of fruit acids and sugar, and have been unable to detect any erosion of either the enamel or the pulp."

"When you eat sweetmeats, the sugar, with its irresistible affinity for soluble lime, combines with the calcium of the blood and the blood retaliates by sapping the soluble from the pulp and substance of the teeth. Druggists make use of this affinity of soluble lime for sugar when preparing the official syrup of lime. Lime forms a solution thirty-five times stronger in simple syrup than in the same quantity of water. If you want your children to have sound, white teeth, see that their diet is rich in lime and poor in sugar."

STRONGER THAN MEAT.

A Judge's Opinion of Grape-Nuts.

A gentleman who has acquired a judicial turn of mind from experience on the bench out in the Sunflower State, writes a carefully considered opinion as to the value of Grape-Nuts as food. He says: "For the past 5 years Grape-Nuts has been a prominent feature in our bill of fare."

"The crisp food with the delicious, nutty flavor has become an indispensable necessity in my family's everyday life."

"It has proved to be most healthful and beneficial, and has enabled us to practically abolish pastry and pies from our table, for the children prefer Grape-Nuts and do not crave rich and unwholesome food."

"Grape-Nuts keeps us all in perfect physical condition—as a preventive of disease it is beyond value. I have been particularly impressed by the beneficial effects of Grape-Nuts when used by ladies who are troubled with face blemishes, skin eruptions, etc. It clears up the complexion wonderfully."

"As to its nutritive qualities, my experience is that one small dish of Grape-Nuts is superior to a pound of meat for breakfast, which is an important consideration for anyone. It satisfies the appetite and strengthens the power of resisting fatigue, while its use involves none of the disagreeable consequences that sometimes follow a meat breakfast." Name given by Postum Co., Battle Creek, Mich.

Read the little book, "The Road to Wellville," in pkgs. "There's a reason."

Ever read the above letter? A new one appears from time to time... They are genuine, true, and full of human interest.

DIFFERENT METHODS.

"You never learned to sing or play the violin?"

"No," replied Mr. Growcher. "What's the use of going to all that trouble? Whenever I feel that the neighborhood is too quiet I get out the lawn mower."

KEEPING THE HEN BUSY.

It is well enough to make the hen scratch for a living, but we must be careful to provide her with a place where she can get it by scratching. To set her at work in the middle of a barn floor, and expect her to find her living there, would be like giving a man a well boiled bone and expect him to provide himself with nutritious soup.

To be sure, it is exasperating to see the hens standing idly around when eggs are being eagerly snapped up at fifty cents a dozen; but let us remember that a man changes his clothes every day, and the hen ought to have time to do so once a year, and if she is rather long in the operation, she is ready for eight month's of work when it is done. Let us, therefore, be patient, and give the hen time to change her clothes. If she is compelled, as she too often is, to roost on the bare branches of a tree she will need every feather she can pile on.

Since we are specializing in dairying and other things it should be our aim to breed hens that will lay in every month of the year, by regulating the time of hatching. We have done wonders in that direction, but we have not



is the best remedy known for sunburn, heat, rashes, eczema, sore feet, stings and blisters. A skin food! All Druggists and Stores.—50c.

yet reached the top notch. The hen of the next decade will be a wonderful improvement upon the hen of to-day, energetic as she is.

THE EARLY FLY.

"One swallow may not make a summer, but," said Mr. Blinkinton, "one fly may make a lot of trouble."

"This is the fly that comes into our room with the first dawn of these early summer mornings, when by rights we have two hours sleep still due us, and lights on our nose and wakes us up and from that on continues to annoy us."

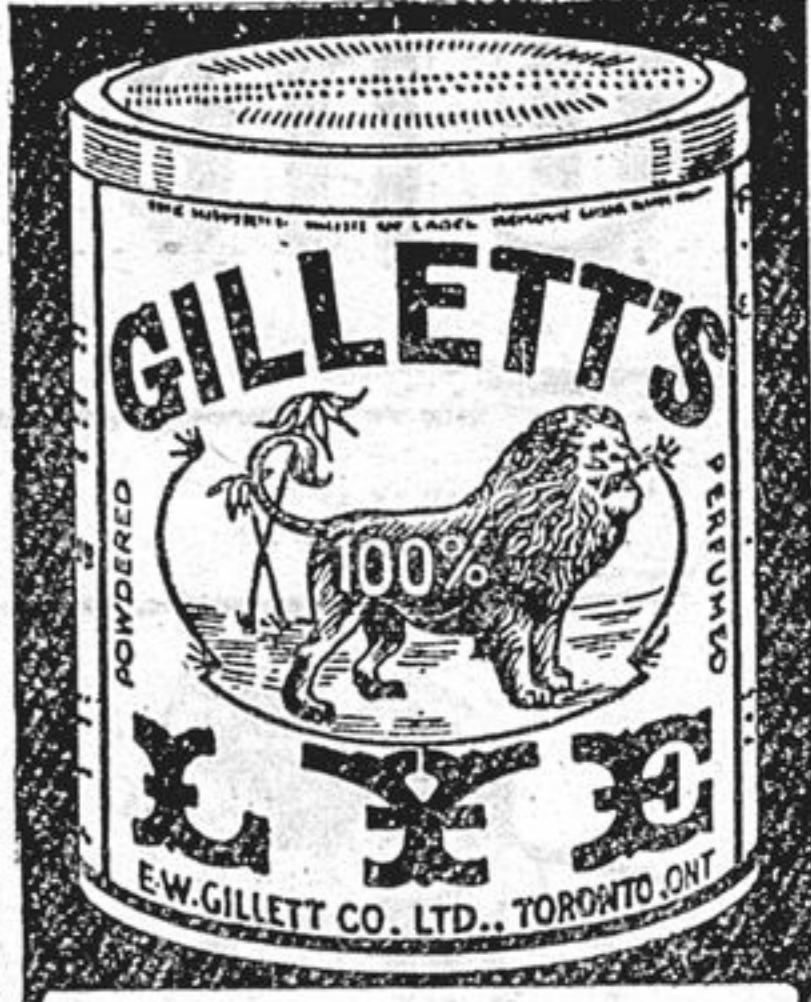
"I don't think much of the fly in any way and still I cannot believe that any fly is so depraved as to do this maliciously. In waking us up and keeping us thereafter constantly disturbed until it is time for us to get up it is simply following a fly habit transmitted to it through countless generations of flies. It is not moved by any personal animus toward us, nor is it responsible for what it does; it is simply obeying its instinct to light on somebody."

"But for all that I swat it remorselessly when I can, as I would all flies if I could."

"What a hideous ruffian the prisoner is," whispered the old lady at the police-court. "I feel quite afraid when I look at him." "Hush!" said her husband. "That's not the prisoner. That's the judge!"

A teacher once asked a class of boys what was grass. A little hand went up. "Well, Johnny?" the teacher asked. "Please, miss," Johnny replied, "grass is the whiskers of the earth."

"You must diet yourself and eat plain food, and not stay out late



THE STANDARD ARTICLE • SOLD EVERYWHERE

For making soap softening water, removing paint, disinfecting sinks, closets, drains, and for many other purposes

E.W. GILLETT COMPANY LIMITED TORONTO, ONT.

at night," said the medico. "That is what I have been thinking ever since you sent in your last bill," said the patient.

BREAD MANUFACTURING INDUSTRY ESTABLISHED ON SOUND BASIS

Canada Bread Company, Limited, With Its Plants in Larger Cities of Canada Will Have Output of 1,000,000 Loaves Per Week, or Annual Production of 50,000,000 Loaves. Company is in Strong Financial Position.

Toronto, Aug. 7 (Special).—It was a happy suggestion for the consumer of bread which was made to Mark Bredin, of Toronto, some time ago, which suggestion, taking root, has, with the co-operation and financial assistance of Mr. Cawthra Mulock, resulted in the formation of the Canada Bread Company, Limited.

It was only to be expected that sooner or later scientific and sanitary methods would be adopted in the manufacture of the most essential article in the diet of the nation, namely, bread. When one considers the enormous improvements which have been made during the past decade in nearly every branch of industry, he is simply astounded that such an important industry as that of the manufacture of bread should so long have been neglected. In the iron industry, the textile industry, and in scores of other industries there has been introduced during the past few years specialization and standardization. Economies have been effected either through the merging of various interests in such a manner as to distribute operating costs over an enormously larger output than previously, or by various methods which the pressure of competition or the strenuous methods of modern life have brought about. It would almost seem as though the only business to be neglected was the most important and basic industry of all, namely, that of the manufacture of bread.

LARGE CAPITAL REQUIRED.

That success would attend the efforts of anyone having the capital and the courage to adopt modern methods in the conduct of the bread industry was a foregone conclusion, but for some reason or other, although the idea had frequently been discussed and several efforts were made towards the end referred to, all of these came to naught until Cawthra Mulock, co-operating with Mark Bredin and

other enterprising bread manufacturers, devised a plan to bring together several of the largest and most up-to-date plants in the city of Toronto. In order to get the full advantages for the purchasing department, it was advisable to bring in also as many of the businesses in other cities as were acceptable, the result being that a large Montreal bakery and a large Winnipeg bakery were included.

COMPANY IN STRONG POSITION.

The Canada Bread Company starts with an enormous advantage over any other business of a similar character in the Dominion of Canada. At the outset is its enormous requirements, and the advantages which will result in the purchasing department. In a business which expects to shortly consume such enormous quantities as 520,000 bags of flour, 364,000 pounds each of compressed yeast and malt extract, and 572,000 pounds each of shortening and sugar, to say nothing of coal for fuel, it can be readily appreciated what advantages will accrue in the matter of discounts and cost of material. It should not be forgotten, also, that the business starts with an ample capital to accomplish its financing in the most advantageous manner. After paying for the various plants which are being taken into the consolidation, \$1,000,000 will remain in the treasury of the company for the carrying on of the business and for further extensions, from time to time, to plants, as the same may be decided upon.

Great as these advantages may be, they are not one whit greater than those which will accrue from the adoption of scientific methods of manufacture and from the proper systematizing of deliveries. As may readily be imagined, the cost of fuel is one of the principal items in the cost of bread. Few, however, who have not paid some con-

siderable attention to the question, will be aware of the enormous saving which can be effected through the use of the modern oven—one in which one batch of bread may follow the other without refiring the furnace. It is stated on the best of authority that the employment of these "continuous ovens" reduces the cost of fuel from 15c. per barrel of flour to 8c. per barrel.

The probabilities are, however, that the greatest saving of all may be effected in the matter of delivery. It would appear that the wagons of the average small bake-shop deliver an average of 1800 or, say, 2000 loaves of bread per week. It is a certainty that the Canada Bread Company will deliver at least an average of over 4000 loaves per week.

These particulars go to show what necessity there was from the standpoint of the consumer for such an organization as the Canada Bread Company, and, at the same time, what profits there will be from the standpoint of the shareholder. With such economies as referred to above, it is not difficult to see that an enormous future is in store for the Canada Bread Company. Because of the adoption of the latest type of machinery and most modern systems, it will not only be able to supply a better quality of bread, but the cost of production and delivery will be enormously reduced. It is the expectation of the directors that, from time to time, plants will be established in other centres and that the plants already taken over in the cities of Toronto, Montreal and Winnipeg will be added to at the earliest possible moment.

The company with its existing plants and those which will be immediately erected in Montreal and Winnipeg will shortly have a weekly output of 1,000,000 loaves, giving it an annual production of over 50,000,000 loaves.