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**PURITY FLOUR**

standard of quality is so high  
that you get  
**More Bread and Better Bread**  
—Better Pastry Too.

Buy it and see for yourself.

## One Way to Raise Revenue in War Times

The Tax Reformers Give Suggestions to Ontario Legislature and Dominion Parliament How It May be Done

The Tax Reform League of Eastern Canada (Sydenham Thompson, 79 Adelaide St. East, Toronto, secretary) has sent out the following to individual members of the Ontario Legislature:

Feb. 18th 1916

Dear Sir

I have been instructed to call your attention to the building of the electric railroads under the care of the Hydro Electric Commission.

The building of these roads, as in the construction of all railroads, will inevitably increase the value of the land in the localities which it benefits. On the other hand, as it will reduce the cost of transportation, it will reduce the cost of labor products. If the increased value of the land is not taken for the building of the road, then the speculators and other landowners will take it, so that the public will be subject to a double tribute. First they will have to pay for the construction of the road, and second, they will have to pay profits to the speculators or higher ground rents to the owners of the land.

We urge, therefore, very strongly, lines, the payment for the construction be a tax on the value of the land in the building of the proposed road alone, and not on the improvements on the land.

I have the honor to be, sir, Yours obedient servant,

S. THOMPSON,  
Secretary.

Ontario Municipalities were asked to present the following:

To the Honorable the members of the Legislature of the Province of Ontario:

WHEREAS, arrangements are now being made to construct Electric Railroads through this Province by the Hydro Electric Commission, and

WHEREAS, the building of these roads will increase the value of the land in the localities benefited thereby; but will not increase the value of buildings or other products of industry.

THEREFORE, this Council of the Municipality of \_\_\_\_\_ hereby petition your honorable body, to amend the Assessment Act, so that the cost of constructing these Electric Railways may be made a special charge against the value of the lands benefited by such constructions, and so as to prevent land speculators deriving any benefit therefrom.

The Single Tax Association of Ontario has sent the following to each of the members of the Ontario Legislature:

February 28th, 1916

Dear Sir:

One of the most important matters to come before the house of the present session is "how to increase the Federal revenue without an increase in taxation, crippling industry and curtailing production." Any further increase in duties on imports will not only increase the cost of living and the cost of manufacturing those lines where imported materials or machines are used, but will probably have the effect of reducing imports and so defeat its purpose.

There is but one tax which will produce adequate revenue without prejudicially affecting industry, and that is a direct tax on land values.

Land values are not made by individuals but are produced by the community.

They increase with every increase in Government efficiency and with every public service.

Land values in Canada will increase as a result of a satisfactory peace. They will increase if population increases by immigration or from any other cause. They have increased as a result of the transportation facilities which the C. P. R., G. T. R., and C. N. R. have provided Canada, and all of which railways were almost wholly built by public money and credit. The tax on land

values will make it harder for the speculator to raise prices and keep land idle and will undoubtedly compel much land now held for speculation to be offered in the market at prices which will encourage settlement and increase the gross production of wealth in the country.

It is the ideal tax.

It takes public values for public use.

It does not penalize industry. It does prevent speculation.

It would bring good times to Canada and it would make good times permanent. We would therefore, urge upon you the taxing of land values for war purposes instead of any other form of taxation.

Yours respectfully,

SINGLE TAX ASSOCIATION OF ONTARIO.

The latter has also sent the following to members of the Dominion House of Commons:

March 8th, 1916

Dear Sir:

The need for an increased revenue makes the question of additional taxation the most important subject for consideration at the present session of the Ontario Legislature. The effects of taxation upon industry are even more important than the revenue produced. Taxation, unjustly or carelessly levied, may seriously hamper industry and reduce production. Taxes may be so adjusted, as to stimulate industry, and increase production. All taxes which fall upon labor or labor products reduce the employment of labor, increase the cost of the things taxed and therefore the cost of living. On the other hand the taxation of all forms of monopoly and privilege relieves labor of a burden of taxation and helps to destroy this monopoly and increase the standard of living.

Judged by these principles the tax on land values is a perfect tax. Instead of it being a burden on production it is a positive incentive to the use of land. The heavier the tax the greater the benefit in the prevention of the holding of land idle for speculation.

It is a tax levied upon the value created by the public and not on the results of individual effort.

The land of any country is, or should be, the common property of the people of the country, and if exclusive possession is given of any part of the common heritage to individuals, the value conferred on it by good Government and public service is surely a proper subject for taxation.

Therefore, in war time it forms a peculiarly suitable source of revenue from which to provide the means to defend the country and preserve those institutions and services to which it owes the most of its value.

We would therefore, strongly urge upon you the wisdom of a special tax on land values for provincial war purposes instead of the present tax upon land and improvements.

Yours truly,

S. THOMPSON,  
Secretary.

**GIVE "SYRUP OF FIGS" TO CONSTIPATED CHILD**

Delicious "Fruit Laxative" can't harm tender little stomach, liver and bowels.

Look at the tongue, mother! If coated, your little one's stomach, liver and bowels need cleansing at once. When peevish, cross, listless, doesn't sleep, eat or act naturally, or is feverish, stomach sour, breath bad; has sore throat, diarrhoea, full of cold, give a teaspoonful of "California Syrup of Figs," and in a few hours all the foul, constipated waste, undigested food and sour bile gently moves out of its little bowels without griping, and you have a well, playful child again. Ask your druggist for a 50-cent bottle of "California Syrup of Figs," which contains full directions for babies, children of all ages and for grown-ups.

## Canadians Keep The Germans Busy

Sir Max Aitken Vividly Describes Operations in Which Canadians are Engaged

Ottawa, March 26—The following official communication has been received from Sir Max Aitken, Canadian general representative in France: Canadian general headquarters in France, March 25, via London, March 26—Between one o'clock and six on the afternoon of March 16th the enemy threw over twelve hundred shells into the sector of the defenses held by our First Infantry Brigade. About three quarters of the shells were high explosives mostly of large calibre and the remainder shrapnel. The intensity of the fire varied considerably, but at times reached four shells per minute. The reason for this bombardment was not apparent and remarkably little damage resulted.

Three times during the afternoon our artillery retaliated. The first retaliation resulted in drawing an increase of fire from the German artillery. Subsequently combined shots by our field battalions and heavy howitzers were organized and proved effective in subduing the enemy's fire. Some of the enemy's shells fell short and burst in his own trenches.

During the bombardment Sniper Hanson, of our Second Eastern Ontario Battalion shot a German officer who was engaged in observing the effect of hostile artillery from a support trench.

On the appearance of three British aeroplanes the fire of the enemy batteries rapidly dwindled and our artillery and trench mortars combined in a heavy retaliation. Our fire was directed principally against the enemy's front and communicating trenches and against a strong point in the German lines. The enemy's parapets were breached and his trenches were breached and his trenches were breached.

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between our trenches. Returning to our trenches for reinforcements, Lieut. Younger quickly organized and took out a larger patrol of fourteen men. Crawling forward to within forty yards of the enemy our patrol fired a volley which caused the enemy to retreat. The Germans at once retired and following them up our patrol found a wounded German lying in a ditch. This man was taken prisoner and carried back to our lines.

While out near the German wire Lieut. MacFarlane and Sergeant Mackay of the 13th Battalion, Royal Highlanders, observed two Germans standing on their parapets and driving rivetting stakes. One man opened fire at close range and one of the enemy pitched forward, wounded into the trench.

On another occasion Lieut. MacFarlane and Lieut. Given and seven grenadiers of our 13th Battalion attempted to demolish a fortified hedge near the German trenches by means of incendiary bombs. Owing to the dampness of some straw with which the hedge was lined the operation was only partially successful. A large party of the enemy who were at work behind the hedge opened fire on our patrol but Lieutenants MacFarlane and Given succeeded in withdrawing their men without casualties.

A patrol of our 26th New Brunswick Battalion, under Lieutenants Sturdee and Fleming, was observed by the enemy when close to the German wire. A machine gun was turned on our men, who promptly scattered and took shelter in some shell holes until the firing ceased. They returned safely to our lines.

A patrol of our 19th Western Ontario Battalion, under Lieut. Hooper penetrated for some distance into the enemy's trenches. German sentries in the trenches in front of them appeared to become suspicious and our patrol withdrew. Shortly afterwards the enemy commenced to bomb our own wire and did so for twenty minutes.

Some of our second infantry brigade observed a large enemy working party repairing wire in front of the German trenches. Word was sent back and the working party was dispersed by fire from our machine guns. Scouts saw an enemy casualty carried back over the parapet.

Sergeant Crosby, of our 18th Ontario Battalion, made a reconnaissance of enemy wire defenses. When twenty yards from the German parapet he was seen by the enemy sentries who immediately opened fire on him. Sergeant Crosby was hit in the arm but returned to our lines.

On the afternoon of March 17th a presentation of French decorations and medals recently awarded the officers and men of the Canadian forces was made by General Helyar, commander of a French army corps. The ceremony took place at the Canadian corps headquarters. A French guard of honor with band and color party was in attendance and a Canadian guard of honor was furnished by the Second Canadian Mounted Rifles. A pathetic incident was the handing to Major-General Currie, C. B., of the Cross of the Legion of Honor, which had been awarded to the late Captain George T. Richardson of the 2nd Eastern Ontario Battalion. The Cross is being forwarded to Captain Richardson's relatives in Canada.

CHINESE REVOLUTION CONTINUES

Shanghai, March 31—The troops at Swatow and Chao-Chow-Fu, in the Province of Kwang-Tung, declared their independence of the central government on March 29.

Lester Maynard, United States Consul at Amoy, has notified the Mennonite missionaries in his bailiwick, the southern portion of Fochien Province, to be ready to come to Amoy at a moment's notice.

They Should Worry

(Boston Globe)

Now that prohibition is to be the rule in Ontario, as well as in Manitoba, Alberta, Saskatchewan, Nova Scotia and Prince Edward Island, only Quebec, British Columbia and New Brunswick still have license, and British Columbia and New Brunswick are expected to vote for prohibition soon, so that by the beginning of next year the only province in the dominion where liquor will be manufactured and sold will be Quebec—which is the part of Canada where most of the tourist travel goes.

## Spring Blood Is Watery Blood

How to Get New Health and New Strength at This Season

Spring ailments are not imaginary. Even the most robust find the winter months most trying to their health. Confinement indoors, often in overheated and nearly always badly ventilated rooms—in the home, the office, the shop and the school—taxes the vitality of even the strongest. The blood becomes thin and watery and is clogged with impurities. Some people have headaches and a feeling of languor. Others are low-spirited and nervous. Still others are troubled with disgusting pimples and skin eruptions; while some get up in the morning feeling just as tired as when they went to bed. These are all spring symptoms that the blood is out of order and that a medicine is needed. Many people take purgative medicines in the spring. This is a serious mistake. You cannot cure yourself with a medicine that saps your strength and leaves you weaker still. This is all that a purgative does. What you need to give your health and strength in the spring is a tonic medicine that will enrich the blood and soothe the jangled nerves. And the one always reliable tonic and blood purifier is Dr. Williams' Pink Pills. These Pills not only banish spring weakness but guard you against the more serious ailments that follow, such as anaemia, nervous debility, indigestion, rheumatism and other diseases due to bad blood. In proof of this Mrs. D. E. Huxley, Hazenmore, Sask., says: "About a year ago I was badly run down, my nerves were all unstrung, and I could not go up stairs without stopping to rest. As I was a long ways from a doctor I determined to take Dr. Williams' Pink Pills and in the course of a few weeks I felt like a new person. As an all round restorative I can heartily recommend this medicine." If you are ailing this spring you cannot afford, in your own interest, to overlook so valuable a medicine as Dr. Williams' Pink Pills. Sold by all medicine dealers or by mail at 50 cents a box or six boxes for \$2.50 from The Dr. Williams' Medicine Co., Brockville, Ont.

## FALL IN THE BAND

When the tricolor floats across the screen in our picturehouse, the orchestra plays "Marseillaise." This war song was composed by Joseph Rouget de Lisle, a young Engineer in the Revolutionary army to supplant the vulgar songs of the day. This hymn was chosen by volunteers from Marseilles, known as the Immortal Six Hundred, who gave their lives to the last man in defence of their King and Queen at the Royal Palace in the stormy days of the Revolution.

This song is immortalized by the sacrifice of brave men. It became a National Hymn through the spirit of hero worship of the French.

In the 132nd Battalion there are boys representing every secret society on the North Shore. Will these societies fail to help the boys along? The picture houses are coming to the aid of the band, bandmen are signing on. Tag Days are being held, auction sales are promised, now is the time for action.

Particulars regarding tags for Tag Day, and advertising matter may be had by applying to Box 231, Chatham, N. B.

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**TO-DAY EVERYDAY AND**



**You'll Like the Flavor**

40c., 45c. and 50c. Per Pound

# ADVERTISING THAT DOES PAY

The class of advertising that pays, and pays well, is that which you see in the clean, well-printed paper, where the type is new and bold, each line showing up nice and clear. The kind that has both individuality and originality. There is a marked distinction between this class of advertising and the kind you see in the poorly printed papers where originality does not exist in their composition. The originality and individuality in the make-up, and the air of professionalism about the advertisements in

## THE UNION ADVOCATE

are among the most noticeable features of the advertising columns of this paper. Advertisers are wise to this, and that is one of the foremost reasons why all the larger display adverts, are inserted in The Advocate.

There is another very important reason why The Advocate is being used so extensively as an advertising medium, and that is in relation to circulation. The large circulation which The Advocate now has, is a well distributed one among the class of people who read advertisements—not made up of people who take no particular interest in reading either adverts, or news matter, and simply placed on to swell the lists. They are bona fide paid up subscribers, and judging by the increased advertising patronage of The Advocate during the past few months, they are desirable ones.

The Advocate in its persistent endeavor to make itself popular with the reading public of the North Shore, is now realizing the good fruits of its determined efforts; and in making itself felt wanted by the people, and gradually worming its way into their homes, it is also increasing its power as an advertising medium, and is carrying to the 10,000 people who read it, the weekly messages of bargains, etc., from the advertisers who patronize its columns. They reach all of the people all of the time.

## The Better Kind OF PRINTING

It does not cost any more to have good stock and ink used in the production of your stationery than to have the same turned out on inferior stock and cheap ink used. Quality is the main feature in stationery, for there is nothing that makes a man's business look so cheap as the use of cheap paper. You want a smart, snappy letter head, on first quality stock that will make a strong bodied ink stand out—something original and up-to-date, so that when the wholesale dealer receives it, he will know, by its appearance, the kind of man he is dealing with, and you may bet he takes notice of this little detail. Do away with that old rubber stamp—it's cheap, alright, but too much so for YOUR business.

There is not a cheap sheet of paper used in the production of printing at The Advocate Job Dept. unless it is the wrapping paper, and then if you will examine that carefully, you will find it of superior quality. Our bonds and notes are picked. We do not buy Job lots because we can get them cheap. We stock only the goods we can assure our patrons a repeat order on, and not have to offer him something "just as good." We carry lines to suit every business, and prices to match. We also carry envelopes to match our bonds, and patrons have no trouble in selecting a suitable stock for their printing. Our inks are also graded, and bought to match each quality of stock used. Patrons who are now having their printing done here, know the truth of these words.

Good stock and high grade ink, harmonized with a touch of that originality and individuality found only in practical printers who make a practice of keeping in touch with all the latest ideas, all tend to make the work turned out of The Advocate Job Dept. superior to all others. Samples of stock and printed prices mailed upon request.

**We Specialize on Fine Half-tone and Color Work, Book and Catalogue Printing.**

## THE UNION ADVOCATE

Phone 23 NEWCASTLE, N. B. Box 359