

BUSINESS FUTURE UNCERTAIN WHILE FOREST FIRES RAGE

The enormous destruction of our forest resources as a direct consequence of human carelessness is one of the most unsettling elements in the commercial future of Canada.

We cannot pretend to be business people and at the same time continue to regard apathetically the red holocaust which is robbing the nation of one of its most indispensable resources. Without the forest only a very small portion of our business activities in Canada could continue a twelve-month. The whole of the non-agricultural area of the Dominion would be stripped of population, except for mining communities. The railways would be robbed of a main source of freight traffic. Hundreds of great wood-using industries would cease operating, and the basic forest materials entering into the conduct of farming, mining, fisheries, manufacture, fruit growing; etc. would climb to such prohibitive price levels as to handicap fatally the Canadian producer.

We must stop the forest fires or face commercial consequences that no Canadian cares to contemplate. If more rangers, better patrols, better equipment and educational propaganda will prevent such fires then our provincial governments owning the forest lands and drawing millions of dollars from royal-



Mother and Her Baby Are Relieved of Eczema



Mrs. Peter A. Palmer, Salt Burn, Sask., writes: "Dr. Chase's Ointment has completely relieved me of eczema and piles. I also used this Ointment for my baby, who broke out in eczema. A few applications were all that was necessary in her case. Dr. Chase's Ointment has been worth a hundred dollars to me—before using it I had spent a great deal more than that in unsuccessful treatment from doctors. We have also used Dr. Chase's other medicines, the Nerve Food having restored my health after suffering from severe nerve trouble when a girl."

DR. CHASE'S OINTMENT
60 Cents a box, all dealers, or Edmanson, Bates & Co., Ltd., Toronto

ASPIRIN

UNLESS you see the name "Bayer" on tablets, you are not getting Aspirin at all



Accept only an "unbroken package" of "Bayer Tablets of Aspirin," which contains directions and dose worked out by physicians during 22 years and proved safe by millions for

- Colds
- Toothache
- Earache
- Headache
- Neuralgia
- Lumbago
- Rheumatism
- Neuritis
- Pain, Pain

Handy "Bayer" boxes of 12 tablets—Also bottles of 24 and 100—Druggists. Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monocristalline Aspirin. While it is well known that Aspirin means Bayer Manufacture, to avert the public against imitations, the Tablets of Bayer Company will be accompanied with their general trade mark, the "Bayer Cross."

MAGIC BAKING POWDER

Magic Baking Powder is scientifically made and has never failed to give the maximum leavening efficiency. Because of this and the uniformly satisfactory results obtained by its use we recommend it as Canada's perfect baking powder.



ties and dues on the forest resources, should not hesitate to spend, not merely a quarter or a sixth of their forest revenues on fire prevention, as at present but three quarters or more until by human organization we have driven the fire fiend into a corner. The forest resources are now too far reduced to permit of any further inroads by human carelessness. We must bear in mind always that the forests of to-day are partly owned by future generations. In the words of Ruskin: "We have no right by anything we do or neglect to do to involve them in unnecessary penalties or to deprive them of benefits which are theirs by right."

REDBANK IS RISING AGAIN FROM ITS ASHES

Rev. William Girwood, pastor of St. Stephen's church, Red Bank which was destroyed in the big Red Bank fire of June 11 last was in Chatham last Tuesday. He stated that the people of Red Bank are in most cases taking steps to rebuild their ruined homes and stores. One man, Mr. Edward Johnston has already got his house all up and nearly ready to move into.

J. D. Sutherland is rebuilding his house and others are taking steps to provide barns ect. for the reception of crops.

The church congregation are taking energetic measures to provide a new edifice for worship. Plans are being drawn up and it is expected that tenders will be called for in the very near future. The new church will cost probably between \$6000 and \$8000 and will be a credit to the congregation and the district. The insurance on the former edifice which was a fine structure and kept in excellent condition amounted to only \$2000, so that the loss was very heavy.

The members of the congregation had however rallied strongly to the support of the new church and already pledges of \$3000 have been received, a splendid amount when it is considered that the congregation contains no really rich members.

SOME FIRES BURNING

A new fire has been reported west of Rogersville, Northumberland county. Details are lacking as the place is difficult to access. The Department of Lands and Mines has sent a fire pump in to the Renous fire.

George D. Pratt of New York, owner of a fire hunting lodge at Holmes Lake has sent his own fire pump to Orchard Lake to fight the fire. At these places the fire is burning in the moss being the remnants of old fires. The scarcity of earth in the vicinity makes it necessary to use water.

"BUY AT HOME"

When the buying public of Northumberland realize that they are in a great way responsible for the period of business depression which has prevailed in our midst during the past year, and change their tactics, then, and then only will conditions revert to a normal state. When one considers that a large sum is sent weekly out of this county of ours to other counties and provinces in the Dominion for articles or near substitutes which may be procured here and at something near the proper price, it is not surprising to learn that such a procedure is seriously affecting the business man of Northumberland.

It seems difficult to imagine that a Northumberland County family would find it necessary to buy its groceries, etc., without the county but we are in a position to name you several who follow this plan. Of course there are some of the number who have been catalogue drilled from the cradle up, but they with their associates, must be taught that if Northumberland is to prosper as we would have her, we must stand loyal to our county throughout all time, but more especially when business conditions are not as brisk and bright as during the seasons of prosperity; then should our people seek to cause an improvement in the situation rather than to assist in a movement to kill business through sending your hard earned dollars outside your county. The business men of Northumberland seek your support in this matter—will you lend your fullest possible co-operation?

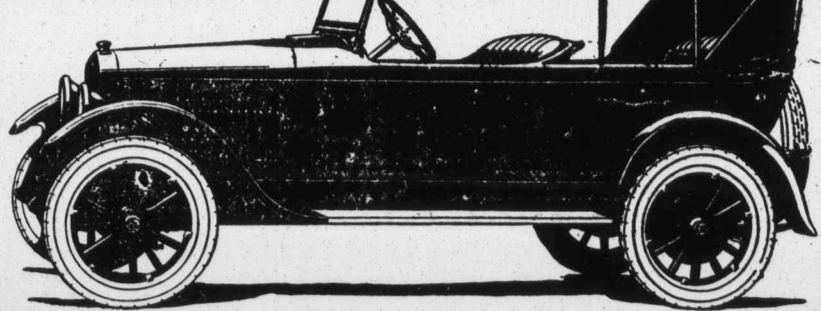
LETTER, IF RECEIPT FOR \$10, TAXABLE

The Customs and Excise Department announces that, effective August 1, letters and postcards acknowledging payments of \$10 and upwards are subject to the stamp tax on receipts. The department has established regulations by which business firms are enabled to have receipts stamped by means of a die

RED ROSE TEA "is good tea"

and the choicest of Red Rose Tea is the ORANGE PEKOE QUALITY unmatched for fragrance and exquisite flavor.

Studebaker Light-Six
Touring Car



A quality six-cylinder car for \$1395

There was a time when owning a six-cylinder automobile was a privilege confined to wealthy people.

But today, the Studebaker Light-Six, at \$1395, has made it possible for thousands of owners to enjoy the smoothness, the flexibility and the abundance of power inherent in a six-cylinder motor car of the highest quality.

Great financial resources; modern plant facilities; large scale production; and the complete manufacture of Studebaker cars in Studebaker's own factories—make possible a quality six-cylinder car, such as the Light-Six, at its price of \$1395.

The Studebaker Light-Six has not only brought six-cylinder performance within the price reach of thousands of people, but it has actually set new standards for motor car performance, comfort, economy and dependability.

We will consider it a pleasure to show you the Light-Six; demonstrate it—or let you drive it yourself. It represents the greatest accomplishment in Studebaker's 71 years of manufacturing experience. In fairness to yourself, you should see the Studebaker Light-Six before you buy any make of car.

Power to satisfy the most exacting owner

| MODELS AND PRICES—f. o. b. Walkerville, Ont.—Exclusive of taxes | | |
|---|--|--|
| LIGHT-SIX 5-Pass., 112" W. B., 40 H. P. | SPECIAL-SIX 5-Pass., 119" W. B., 50 H. P. | BIG-SIX 7-Pass., 126" W. B., 60 H. P. |
| Touring.....\$1395 | Touring.....\$1895 | Touring.....\$2425 |
| Roadster (3-Pass.).....1375 | Roadster (2-Pass.).....1860 | Speedster (5-Pass.).....2550 |
| Coupe-Road. (2-Pass.).....1775 | Coupe (5-Pass.).....2775 | Coupe (5-Pass.).....2675 |
| Sedan.....2225 | Sedan.....2950 | Sedan.....3750 |

Terms to Meet Your Convenience

STUDEBAKER

The Lounsbury Co. Ltd.

Newcastle Doaktown Chatham

THIS IS A STUDEBAKER YEAR

A REAL

Bedding Special

A well constructed, comfortable and sanitary sleeping unit specially priced to be within reach of all who require a perfect nights rest.

This Wonderful Bedding Bargain Consists of:

- BED—All Steel Bed with square continuous post in Mahogany or walnut finish.
- MATTRESS—Good Quality Felt Mattress covered in a good grade of ticking
- SPRING—Woven wire or link fabric with Steel Frame.

This "Built For Sleep" outfit can be bought for the exceptional Low Price of **\$29.75**

THE LOUNSBURY COMPANY LIMITED

Blackville Newcastle Doaktown