



The Secret of Successful Baking

consists very largely of choosing a baking powder whose leavening qualities are uniformly reliable. Magic Baking Powder is the powder that never fails you. This is the reason why it is by far the most popular baking powder in Canada.

MAGIC BAKING POWDER

CANADA'S POSITION IS STRONGER

(Royal Bank Trade letter, June 1)

With Canadian currency at par with annual exports nearly three times as valuable as in 1914 and imports only a third larger than before the war, with a decidedly larger proportion of our imports coming to us from the United States, and only half as much coming to us through the ports of the United States, Canada's position in international trade and finance is now far stronger than most people realize. While it is true that we have experienced a prolonged depression which has left a strong feeling of pessimism among our manufacturers and business men, a readjustment has been taking place that is steadily strengthening our financial position.

Reports indicate that this spring has been favorable to agriculture and that soil, moisture and crop conditions are generally satisfactory in Canada, with the exception of points in Saskatchewan where cool weather is reported to have interfered with germination. While there is no great volume of building, yet the large scale of construction in Toronto and Vancouver is surprising. Most manufacturing plants are busier than in the preceding month and the unemployment situation is not serious.

Mining operations are in full swing all over the country, and with the exception that there are bad conditions in the coal mines, we may regard the mining situation as quite prosperous. Prospects are bright for the salmon canning industry in the West, for agriculture in the prairies, for manufacturing in the industrial centres and for the pulp and paper industry in the East. Altogether developments of the moment are quite encouraging and there should be only a minor reaction, if any, this summer.

The lumbering situation is undoubtedly bad. In fact, operators report that prices are so low that most current contracts are carried out at a loss. In order to find a market, Canadian lumber must be exported and the United States furnishes the best market. One factor which is upsetting that market is the situation in Idaho, where trees are being cut on a basis of so much rent per acre, permitting the complete destruction of the forest. Such destruction may quickly exhaust Idaho's resources, but in the meantime lumbering can only be carried on at a disadvantage in those regions where commonsense or law makes some conservation requirements.

Here and There

The popularity of the Nova Scotia apple is rapidly growing in Europe. 1,103,980 barrels and 8,693 boxes were shipped in 1922-23 to ports in England, Scotland and Germany. Shipments also went to Newfoundland, West Indies, Central Canada and the United States.

Production of sugar beets in Canada during 1923 amounted to 159,200 tons, valued at \$1,922,668, and grown on 17,941 acres, according to the Bureau of Statistics. 6,000 acres have been planted to beets this year in Southern Alberta, due to the establishment of a sugar beet factory.

Milton Sills, the well-known movie actor, with a company of 32 other screen artists, passed through Montreal recently to take scenes in "The Come Back" in which he is featured. The party went to Beauchesne, in Northern Quebec. Travelling by another train was a mother skunk and five kitten skunks which will also figure in the picture.

The 286 passengers on the Canadian Pacific S.S. Empress of France completed their 30,000-mile tour of the world on Saturday, May 23, when the vessel docked at New York. At their last stop at Havana, President Machado of Cuba invited the passengers to attend his official inauguration and to witness the unveiling of a statue to the preceding President.

Another aristocratic rancher recently passed through Montreal on a return visit to the ancestral estates in Transylvania, Hungary. This was Baron Josef Csavossy who, with his brother Andre, took over a 1,600-acre ranch last March near Cochrane, Alberta, on the Bow River. Incidentally the Baron was a passenger on the Trans-Canada on its first return trip of the season from Vancouver.

The Indian Day Celebration at Banff, it is announced, will take place as usual this year on the third Thursday and Friday in July. Preparations are already under way for this event, which enjoys an enviable reputation as an Indian show. The Stoney Indians arrive in large numbers from their reservation to take part in the ceremonies, which are the 23rd annual celebration of the function.

Edward G. Taylor, one of the best known game fishermen on the continent is authority for the statement that New Brunswick is losing none of its lure as a fisherman's paradise. Just back from a trip to the Cains River, N.B., Mr. Taylor said salmon were steadily increasing in numbers and size in the province. He added that he had caught on this trip a salmon 42 inches long and weighing 24 lbs. In the autumn such a fish would likely weigh up to fifty pounds.

The following story is told of Sir William Van Horne, first president of the Canadian Pacific Railway and a Major Rogers, who was in charge of the supplies for men working along the track. Van Horne said: "Look here, Major, I hear your men won't stay with you, they say you starve them." "Taint so, Van." "Well, I'm told you feed 'em on soup made out of water flavored with old ham canvas covers." "Taint so, Van, I didn't never have no hams."—From "Canada's Great Highway," by J. H. E. Secretan.

The Western railways of the United States comprising 67 roads serving Chicago and the West, have petitioned the Inter-State Commerce Commission for permission to advance rates. They state that for the years 1921 to 1924 inclusive, the average rate of return on capital was 3.55 per cent., which they claim is so small as to render it impossible for them to secure working capital for extensions and improvement of service by the sale of stock or issue of bonds at reasonable terms. They ask for rates that would give them a net return of 5% per cent., which it is generally admitted is what railways should have.

HANSON'S HEARING IS SET FOR JULY 14TH.

Fredericton, June 8.—The council of the New Brunswick Barriers Society met here tonight and considered a variety of business.

The charges of unprofessional conduct preferred by the registrar against R. B. Hanson, K. C. M. P. in connection with the Nevers decree in the Chancery Court were formally presented before the council. Hearing was adjourned until Tuesday, July 14, when the charges will be considered and dealt with.

GREAT GAIN IN AUTO TRAVEL

479 Cars Entered New Brunswick Up to May 21.

The following compilation of the number of United States cars entering New Brunswick by various routes up to May 21 with an additional record of cars entering the province by way of St. Stephen has been made by J. Charlton Berrie secretary of the N. B. Automobile Association.

The list shows that a total of 479 cars have entered the province; as compared with 134 for the same period in 1922 an increase of 345; or over three hundred per cent. It is an auspicious beginning for what is generally believed to be a record breaking season for tourist travel to the Maritimes:

1924	1925
Debec Jet, N. B. 1	—
Edmundston, N. B. 1	18
Andover, N. B. 19	78
Richmond Road, N. B. 12	40
Centerville, N. B. 1	1
Woodstock, N. B. 1	27
St. Croix, N. B. 29	89
St. Leonards, N. B. 3	—
May 26:	—
St. Stephen, N. B. 96	197
Total 134	479
Difference 345	—

Seeing Ourselves As Others See Us

Seek to Know Our Home Town Thoroughly

He was a stranger hereabouts. Even the oldest residents could not remember having seen him before, and why he had come to our town no one knew. He was standing gazing, apparently deeply interested in something before him, but what, puzzled those who saw him.

Before his gaze was a scenic picture which the trained eye had discovered. An earlier tourist had discovered a wonderful view and had passed the information along, with the result that one more visitor had come to the town. The picture had always existed, but it had not been recognized by residents, who had become so familiar with local conditions that what was a novelty to the visitor was but commonplace to them.

In many places throughout Canada just such conditions prevail, and quite frequently some outstanding feature must await the arrival of a visitor for discovery. Locality may in itself be an attraction; history may connect it with some event of importance, it may be that some mineral in general use is either mined or shows outcroppings, there may be a rippling waterfall not of sufficient volume to warrant development but of interest to the visitor. These are but a few of the many features that holiday seekers will stop to look at, says the Natural Resources Intelligence Service of the Department of the Interior. If we will but seek to know our home town thoroughly, carefully catalogue our attractions and make them known, we will undoubtedly draw a heavy tourist traffic our way. Some of our visitors are very valuable when describing the advantages of their home towns. Canadians should likewise be in a position not only to answer questions, but should do all in their power, individually and collectively, to place their home towns and their country to the free as much as possible with the many thousands of Americans and other foreign tourists who will be visiting us this season.



Your Grocer Is A Borden Milkman

Free Borden Book—Write the Borden Co., Limited, Montreal.

"Let the Maritime Provinces Flourish by Their Industries." BORDEN FACTORY-TURRO, N.S.

ANOTHER FOREST LOOK-OUT TOWER

Contracts Awarded for 16th in Chain which Protect the New Brunswick Forests

Hon. Dr. J. E. Hetherington, Acting Minister of Lands and Mines, has announced the award of the contract for the construction of the latest addition to the chain of forest fire look-out towers used by the New Brunswick Forest Service in New Brunswick to James S. Neill & Sons, Ltd. of Fredericton.

The new tower, which will be the sixteenth to be placed in service in the province, will be erected three miles from Chipman near Salmon River, where it will overlook the area extending to the head of Salmon river the Mount Hope lookout on the Peninsular and south to the Belle Isle. It will be constructed of galvanized steel and will be seventy feet high, equipped with a lookout observer's cabin on top. It is expected that this tower will be in operation before the end of June. Direct Telephone Company at Chipman.

The tower is similar to those recently purchased, by the Department for Martin's Bluff and by Hollingsworth and Whitney at McMannus Hill, Kings County. The purchase of towers by private lumbering concerns is a further indication of the recognized value of lookout towers in the work of fire prevention. A new tower is also being erected at the Nashua Narrows this week. In the placing of this tower the Provincial Government is co-operating to the extent of supplying plan and adjustable table for use in connection with the fire-finder to be installed in the observer's cabin on top of the tower.

The new tower at Chipman will afford the means of triangulation in the accurate location of fires in conjunction with both the Mount Hope and Tood Mountain lookouts, the latter being located on forest land owned by the Miramichi Lumber Company on South-West Miramichi near Boiestown and maintained by that Company.

MILL SAW BILLS

We have just printed a large quantity of Mill Saw Bills, and can supply them to the different mills either singly or in quantities.

THE ADVOCATE

Accept No Substitute

for the distinctive quality of

"SALADA" TEA

No other brand is quite so pure, fresh or delicious. Try it.

STILL LOWER

Prices On Firestone Tires

30 x 31-2 Oldfield Cord	7.25
30 x 31-2 Cross & Square Cord	10.40
31 x 4 " " " "	16.50
32 x 4 " " " "	18.00
33 x 4 " " " "	18.50
34 x 4 " " " "	19.00

Will These Prices Hold?

They are not justified by the cost of Raw Materials, so it seems only reasonable to suggest that To-Day is a favorable time to buy.

THE LOUNSBURY CO. LTD.

Doaktown Newcastle Chatham



Extract from a letter of a Canadian soldier in France.

To Mrs. R. D. Bamberick:

The Rectory, Yarmouth, N.S.

Dear Mother:

I am keeping well, have good food and well protected from the weather, but have some difficulty keeping uninvited guests from visiting me.

Have you any patriotic druggists that would give something for a gift overseas—if so do you know something that is good for everything? I do—Old MINARD'S Liniment.

Your affectionate son, Bob.

Manufactured by the

Minard's Liniment Co. Ltd.

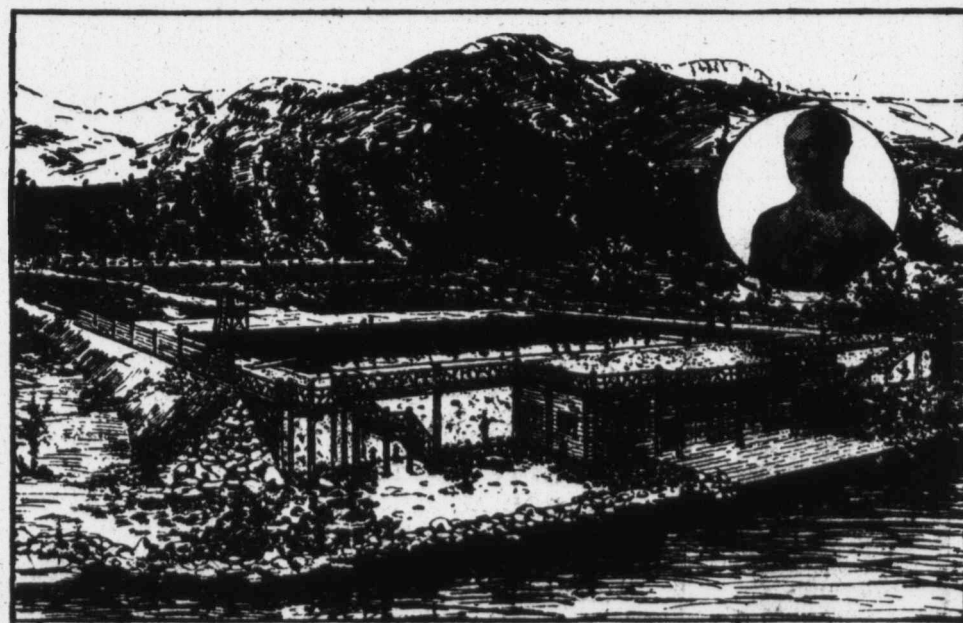
Yarmouth, N.S.

Campbellton Spends \$190,000 for Cigarettes

Last year \$190,000 was spent in Campbellton for cigarettes alone.

This is a large amount of money to be squandered annually in our town. Add to this the "booze" money and that spent for gasoline annually, one may well understand why there is such a scarcity of money in town at the present time. When more money goes out of town than comes in there can be but one result. If the cigarette smokers and booze drinkers would just hand into the town treasurer their wasted money it would not be long before every street in Campbellton would be a paved one—Campbellton Tribune.

SWIMMING POOL IN JASPER PARK



An open-air heated swimming pool will be an added attraction at Jasper Park Lodge, the summer mountain hotel of the Canadian National Railways in Jasper National Park, according to an announcement made by Walter Pratt, general manager of the hotel department of the National System. The construction of the pool has been under way for some time, and work has progressed so well that the pool will be ready for the opening of the season in the latter part of May.

The pool, which has been built directly in front of the main lodge on the shore of Lac Beauvert and within sight of some of the highest mountain peaks in the park, was designed and constructed entirely by engineers of the Company. It is built of reinforced concrete on concrete piers and is 100 feet long by 40 feet wide. Fifteen feet at the shallow end have been raised off as a wading pool for children and this end will vary in depth from one foot nine inches to two feet six inches. The rest of the pool will vary in depth from three to

nine feet. At the deep end spring boards and a diving tower are provided. The most modern heating and filtering methods have been employed and the water is drawn from a spring in the mountains behind the lodge.

The lighting feature is unique. In addition to overhead lighting, electric bulbs have been concealed below the surface of the water and it is thought that the effect of this submarine illumination will be very striking.

The pool is built on sloping ground. Adjoining it on the lake side, and appearing to be part of the pool itself, is a boat-house, where are accommodated the boats and canoes for those who want to use Lac Beauvert.

Sufficient space is provided above the water level for the accommodation of spectators in the event of racing or diving competitions or other aquatic sports. In addition to a five-foot runway close to the water for the use of the swimmers, there is a platform ranging in width from 11 feet on three sides to 34

feet on the boat-house side. Benches are arranged on these platforms for spectators. Dressing rooms and shower baths are provided in a cabin near the pool.

Supervision of the pool will be under the direction of George O. Stafford, an employee of the hotel department of the Canadian National Railways in Montreal, who is being transferred to Jasper for the summer. Mr. Stafford is one of the best known swimmers and divers in Canada. He was born in England, where he won the Junior Championship of the Southern Counties in swimming and diving in 1917. He came to Montreal in 1920, and in 1922 he won the Province of Quebec fancy diving championship and held the honors during 1923 and last year. He was runner-up for the Canadian fancy diving championship in 1922 and won the Canadian indoor fancy diving championship this year.

The photograph shows the pool, and inset George O. Stafford, the Supervisor.