

Timber as a National Asset

Delegates and visitors attending the sessions of the Southern Newspaper Publishers' Association in Asheville, N.C., probably learned some valuable facts regarding the necessity of conserving the present timber supply of the United States and the need of reforesting its vast denuded areas, from the thoughtful address delivered by the director of the educational section of the American Tree Association. The speaker was Russell T. Edwards, who brought to the meeting the message of Charles Lathrop Pack, who stands at the forefront of this great constructive movement. Mr. Edwards had prepared in advance a convincing and unanswerable brief in support of his position, which he maintained and defended practically and upon a strictly economic basis, with no effort to appeal to sentimentality.

It was made quite clear that the remaining forests of the United States are the greatest single asset of that people. That has been stated many times before, but perhaps the particular persons to whom the speech in question was directed have never heretofore viewed the matter in just the light afforded. Realizing the necessity of employing the dollar sign in illustrating his point, the speaker said that while the economic problem usually stressed publicly and in the press was the high cost of newsprint, the main problem was much more important, even to newspaper publishers, than that of the high cost of that commodity. He took occasion to inform his interested audience that the future of advertising itself depends upon trees.

The editors and publishers were asked to think of forestry in the terms of \$770,000,000 worth of furniture put on the market in the United States during the year 1923, and in the terms of 600,000,000 feet of lumber consumed in the automobile industry every year. Attention was called to the fact that a quarter of a billion dollars is paid annually in freight charges upon the products of Pacific forest lands which are used in the mills and factories of central and eastern manufacturers. Added to these large sums is the increasing cost of housing, which is becoming a serious matter in the economy of the average wage earner. By way of impressing the significance of these figures upon his hearers, the speaker asked them to imagine what it would mean when even the advertising power which they represent would not be able to provide a market for articles so high in price that buyers cannot be prevailed upon to purchase them.

An interesting reference was made to the fact that experts estimate the requirements of Sunday newspapers published in the United States to be the pulpwood from 7,500 acres of land weekly. But it is not alone the print paper problem that concerns the people as a whole. In every industry the necessity is to go farther and still farther each year for the necessary supplies. Already the buyers are reaching out to Alaska and the Tropics. This entails longer hauls and higher freight costs. The result is inevitable. The dealer with goods to be sold must advance his prices to the consumer, who in the end meets all the advances, whether in higher freights or in increased costs of production and advertising. There is a limit, which will eventually be reached, to the ability of the consumer to carry the combined load. That this limit never has been reached, and that the buying power of the American public has always been fairly well maintained, does not indicate that the breaking point never will come. There is a limit beyond which inflated wages and inflated costs cannot safely go.

Against this array of costs should be placed what appears now as an unused and unreckoned asset. This is an area of \$1,000,000 acres of the land in the United States which can be utilized profitably only in the production of trees. Perhaps it may be that the editors and publishers have been willing to admit that forest products are an extremely important item in every industry except their own. But it has been made quite plain that they are of primary importance in every industry. No extended argument should be required to impress the need of putting the vast idle areas to work in the effort to restore a carelessly disturbed economic balance.—Christian Science Monitor.

U.S. Air Defence is Below British

WASHINGTON, Dec. 10.—(U.P.)—The United States ranked below France and England in airplane defence, "although our types of planes are as efficient as can be designed," Major-General Mason M. Patrick, chief of the Army Air Service, told the Mitchell court-martial today. Patrick admitted that the United States had but 20 obsolete planes in the Mitchell group, and no machines in the country had no air policy, either on the commercial or military status, although certain plans had been formulated.

SAFETY, the non-chippable Timber. S. D. STEELE & SONS, LTD., pp. Seaman's Institute—dec17,31

OUR CHRISTMAS GIFT TO YOU!!
January Prices NOW! With Purchasing at its Height!

A XMAS GIFT SUGGESTION.
LINGETTE
 CHEMISE & BLOOMER SETS
 Values to \$2.00. Every shade—extra quality. Per Set **1.15**

London, New York & Paris
 Associati'n of Fashion, Ltd.

GIFT SUGGESTION.
Crepe-de-Chine Step-ins
 Finest quality, all new shades, beautifully trimmed all sizes. **2.20**

Give Something Practical--and Dress Up for Xmas--Here is Your Opportunity!

Women! Buy Now and Save
C-O-A-T-S
 Reduced 30 per cent

Every garment would make an ideal Xmas Gift—every garment is "Fashionably New" and would sell at its regular price in January. But this Store's policy stands for "Progress," and the only way to forge to certain success is to give value in season—giving customers the benefit.

COME INTO THE STORE—CHOOSE FROM THE BIGGEST AND BEST RANGE OF LADIES' COATS IN THE CITY—All garments marked in plain figures. Deduct 30 per cent. and the Coat is yours.

DRESSES

A Timely Christmas Dress event; wonderful values in the season's newest and smartest frocks. Values we unhesitatingly pronounce far and away superior to those usually found at these bargain prices. Unusually new and smart models.

Tricolette and Trico-sham Dresses—newest shades, newest styles; all sizes—wonder values **4.98** | Poiret Twill and Serge Dresses. Values to \$14.00; all newest models; all sizes. **8.98**

DRESS VALUES THAT ARE NOT BEING EVEN APPROACHED BY COMPETITION.

Silk Dresses, Poiret Twill Dresses, Flannel Dresses. Values to \$18.00. **12.98** | A splendid group of Fashion's latest; all new colors; all well tailored Dresses. **16.98**

OTHER DRESSES THAT SOLD UP TO \$35.00

NOW **\$18.00, \$23.00, \$25.00**

Children's Wear
 MOTHERS! Girls like something nice to wear for Xmas.

GIRLS' COATS

Mothers will recognize in these Coats the most exceptional values offered this season. Sizes 7 to 14 years.

4.75, 7.75, 9.98, 12.98

NEW DRESSES

The Children's Dresses, ages 7 to 14 years, in these groups make a very acceptable gift.

Beautiful Little Dresses, newest styles and well finished. **4.75**

GIRLS' HATS

A New Hat for Christmas. Our ranges are complete with the newest modes at lowest prices.

1.20 up to 2.98

NEVER BEFORE HAS ST. JOHN'S WOMEN SEEN SUCH STUNNINGLY STYLED

HATS! HATS!

AT THESE EXTRAORDINARY LOW PRICES.

2.98 and 3.98

A SALE THAT SHREWD SHOPPERS WILL APPRECIATE! Any one of these Hats, because of its becoming shape, charming garnitures and colours are the very kind to add a refreshing newness to one's winter costume.

Velour HATS Values to \$10.00—all the latest styles and colors—unquestionably the greatest value of the year. **4.98**

SWEATERS

Just opened a magnificent range of the newest Sweater wear—the roll collar Sweaters, also the mannish style models, now so fashionable with plenty of Brush Woolen and other numbers.

4.98 & 5.98

Warm, comfortable Sweaters; shades of Maroon, Cardinal, Greys, Blues and Combinations.

Silk & Wool Sweaters

1.98 - 2.98 - 3.98

Splendid varieties; all shades, all sizes.

XMAS GIFT SUGGESTIONS

WHY NOT A USEFUL GIFT THIS YEAR? EITHER OF THE ARTICLES FEATURED HERE CAN BE RELIED UPON TO GIVE GREAT PLEASURE TO THE RECIPIENT.

Squirrel Fur Chokers
 Finest grade of Fur—a very pleasing gift. **14.98**

Slips and Petticoats of Jersey Silk
 A dainty, serviceable Gift—sure to be appreciated. **2.98 to 4.98**

SKIRTS
 Every woman needs an extra Skirt. You cannot err in sending one of these. **3.98 5.98**

Scarfs
 Rayon Silk, all new shades. Very acceptable. **98c 1.98**

"Tots" Teddy Bear Coats
 A Gift that will please mother and delight the child. **3.98 to 5.98**

"Tots" Knitted Suits
 Ages 2 to 6 years. Knitted and Brush Woolen makes Coat, Mitts, Cap and Leggings. **4.98 5.98**

Waists
 Practical and desired. Sure to please. **2.98 4.98**

Child's Coat Sweaters
 Best grade Wool knit. All shades. Ages 2 to 6 years. **2.98**

Bridges That Do Not

There are sorry times for the bridges of England, because the traffic of to-day imposes a strain on them far greater than the strain builders ever contemplated.

Many of the old bridges are, at the same time, too narrow and too small, a few days ago that kind except to pull it down and build something else in its place. Hence the woful cries of the old and the lovers of the antique that heard all over the land.

Of course, you can sometimes get your new bridge on another site, or up, or lower down the stream that is not always possible. But much of the loveliness of an old bridge will be found in its form, but in the weathering, the quite color that time alone can give.

Bridges are among the first necessities of civilisation, for they serve the same purpose, the tribulation, and sometimes the tribulation.

Thus, the monastic houses, among that Christianity should be a tower of deeds, built bridges were necessary and their construction appeared practical.

There is, in the ancient alms-house of Christ's Hospital, at Abingdon, a painting and a long poem about the building of Culham Bridge and Abingdon Bridge, in Abingdon is reached across the Thames from the south by Culham Bridge, which spans a broad marshy inlet, and is followed by the Abingdon Bridge.

Before these bridges and causeways were constructed this road was extremely dangerous, and many unfortunate travellers were drowned.

The verses are possibly not brilliant, but they do at least make clear that the former lack of a bridge was a great hardship. They say:

"Culham Hithc hath caused me curse, Y'blissed be our helpers, we have ter way, With never a penny for man or horse."

The old bridges are there, and the new ones are being built. The old bridge has a fine arch, the new one has a fine arch.

There are those who claim that the new bridge is a fine example of modern engineering.

It is set like one of the old landscapes in England. The bridge is on the river Wey, between Harrow and Milford, near Godalming.

The bridge is rustic in character and roughly built of stone. It was built in the thirteenth century.

It was built to replace a wooden bridge structure. It was built by the monks of the abbey.

It was built in the most beautiful spot in the world. It was built in the most beautiful spot in the world.

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Rotary Lunch

Rotary Lunch was held at yesterday's meeting. Mr. H. F. Moore presided.

John's Rotary Club had a very successful meeting. The speaker was Mr. H. F. Moore.

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