

KENTVILLE, N.S., 12, 1917

THE ADVERTISER.

Preserved PEARS

are Economical



Everybody likes preserved Pears because they retain so much of the refreshing quality of the raw fruit. Owing to the absence of sharp acid, they can be preserved in light syrup with excellent results.

Pears are good and may be abundant this year, and the ten-pound sack of Lantic Sugar will preserve a fine supply.

USE

Lantic Sugar for all Preserving

Get the benefit of its purity, "FINE" granulation and high sweetening power.

2 and 5-pound cartons, 10, 20 and 100-lb. sacks

Have you seen the "Lantic Library"?

Three new Cook Books on Preserving, Cakes and Candies, and Desserts. Sent free for a Red Ball Trade-mark cut from sack or from top panel of a Lantic carton.



ATLANTIC SUGAR REFINERIES LIMITED

"Pure and Uncolored" Power Building, Montreal

twelve months will require no less than 577,000,000 bushels of wheat, even with the exercise of most rigorous economy in its consumption. Canada and the United States have a wheat deficit of 400,000,000 bushels in the amount required from North America for the Allies and for European neutrals.

The responsibility of ensuring the food supply of Great Britain and our Allies rests peculiarly upon Canada and the United States. Because of the shortage of ships only a small part of the grain required can be carried from Australia and other more distant countries. Three trips from Canadian or American Atlantic ports can be made in the time required for one round trip between Australia. The shipping cannot be diverted if the Allies are to be fed. Here then is the situation: The people of North America must share their food supplies with the armies and the civilian population of the allies. Moreover, such supplies must be spared for export in the form which is most suitable for transportation across the ocean. The greatest need is for wheat, beef and bacon. We must save these foods by substituting perishable products in season and other foods which are not required for export.

It is not enough to say that the normal consumption in Canada of wheat must be reduced by at least one-quarter and that of beef and bacon by one-third. The responsibility must be impressed upon every man, woman and child in the Dominion. It is not alone the duty of the people of the cities. It is a moral obligation upon you and upon every citizen of Kentville and upon the whole people of the Dominion without exception not to make a small sacrifice for them. If you cannot fight you can at least help to feed the fighting men. The wheat and oatmeal or corn muffins one people of Belgium suffered for you; will France have she its life blood; will you day in three or four instead of wheat breakfast food or white rolls, in order to feed France? Great Britain is bearing the brunt of the battle for the Empire; will you not forego pastry occasionally in order that the people of Britain may not hunger? Will you not eat substitutes for white bread for the sake of the boys at the front? Will you save one pound of flour every week? That is the real challenge of food control to you. Remember, if needed food supplies are to be saved, every individual Canadian must see to it that he eats less beef, bacon and wheat flour every day and at every meal.

Our Booklet Explains

why Kootenay Ranges stay good as now, long after other ranges have worn out; how the asbestos joints prevent leakage of air or drafts; how the aluminum flues prevent rust; and why they require less fuel than other ranges. Ask our dealer or write for booklet.

McClary's

KOOTENAY RANGE

LONDON TORONTO MONTREAL WINNIPEG VANCOUVER ST. JOHN N.B. HAMILTON CALGARY SASKATOON EDMONTON

For sale by W. W. Rockwell

FARMERS EXPECTED TO TAKE WAR LOAN by the Prosperous and Public Opinion Expects Them to Help

Farmers should subscribe for a substantial portion of the forthcoming war loan. Crops have been uniformly good throughout Canada, prices were never so high and the margin between selling price and cost of production has ensured a splendid profit. Mr. E. L. Pease, vice-president and managing director of the Royal Bank of Canada, in a recent interview, gave it as his opinion that an active campaign should be carried on among the farmers of Canada and Ontario, according to Mr. Pease, are the best class to canvass for the loan.

The Manitoba Free Press also urges that an active campaign be carried on to get the farmers to invest. It suggests that the Minister of Finance that the 100,000 Western farmers, personally appealing for their support of the loan.

\$8 172 000 FOR DISABLED CLERGY

Boston, Oct. 8—The fund for disabled clergymen of the Episcopal Church, which was collected under the direction of Bishop Lawrence of this diocese now amounts to \$8 712 000. It was intended to raise only \$5 000 000. New York city Episcopalian, raised \$2,131,592 and Massachusetts \$741,123.

WOLFVILLE RED CROSS

The annual meeting of the Red Cross held Sept. 29th showed how large had been the work of the year. The energetic president, Mrs. W. H. Chase, gave a fine account of the year's work showing the progress made and the encouraging work performed.

The treasurer's report showed increased receipts and larger expenditures. The honor roll was particularly mentioned and the boys who have fallen remembered.

Most interesting addresses were given by Capt. Crawley, Lieut. A. H. Borden and Corpl. J. B. Black.

A statement of the Red Cross Cookery book showed over \$300 netted over cost of publication. Most of this fund had already been forwarded for different Red Cross purposes abroad.



THE FOOD PROBLEM AND ITS CHALLENGE

Prepared by the Educational Department of the Food Controller's Office for The Advertiser

Every Canadian owes it to the Empire, to Canada and to himself to understand the essential facts of the food situation. He should know what the problems are and what efforts are being made to solve them. Food control under present conditions, is an attempt to organize the food resources of this country so as to aid most effectively in the conduct of the war. And for the organization of such food resources public opinion must be educated to the facts and then to a personal application of those facts in the life of the individual. We have been told that the world food situation is grave and we dismiss the

matter lightly. We have heard so much about suffering during the past three years that our sympathies are not so easily aroused to the point of sacrifice as they used to be. But do we realize that despite the best efforts that can be exerted by the people of Canada and the United States to conserve needed food supplies many thousands of people must go hungry and that only what we are willing and able to save may keep them from actual starvation.

There is a great shortage of food in Europe and without importations from America Europe would soon be at the point of starvation. Speaking in the British House of Lords in July of this year, Lord Rhonda, the British Food Controller, said: "Four fifths of our wheat supplies come from overseas; without their supplies we should starve." The Nations of Western Europe allied against Germany during the next

CANADA'S FIRST MODEL TOWN

IS MAPPED OUT Large Paper Campaign Acting under Conservation Commissioner's Advice is Fathering the Scheme

Canada's first model town will be built on the Upper Ottawa. A splendid site overlooking Lake Timisaming has been laid out according to modern principles of town planning by the Commission of Conservation, through its Town-planning Adviser, Mr. Thomas Adams, who has acted as consulting engineer. Building operations will be started shortly by the Ripcord Pulp and Paper Co., who are to erect a large sulphite mill and paper plant nearby and for the accommodation of whose employees the town is intended.

A contour map showing the levels of the site was first prepared and the streets were then laid out so as to secure easy grades, directions of route, and absence of sudden deflections. If the usual method of rectangular survey had been adopted, the most important streets would have had grades of from 10 to 18 per cent, but, under the plan, the maximum grades have been reduced to 3 and 5 per cent in most cases, with a maximum of 8 for short lengths.

Before any building have been erected the line of each street has been blazed through the forest so as to fix the best street locations and to save areas. Areas are being set aside to approach to the town will be by a street, 80 feet wide, passing through a square on which the stores and public buildings will be erected.

It is proposed to make the town a model of its kind, as it is recognized by the promoters that healthy and agreeable housing and social conditions are of vital importance in securing efficiency of the workers, and that large employees of labour have a direct responsibility in providing proper living conditions for their workers.

FOR SALE—10,000 pr of heads. John C Ross, Baxter's Harbor. ...

NEPONSET TWIN SHINGLES advertisement with illustration of a house and descriptive text.

Are YOU Missing Something that Millions Enjoy? Gillette Safety Razor advertisement with detailed text.