



"As the Crow Flies."

The crow is supposed to cover the distance between two places in the most direct way. He knows what he is going after, and goes straight to the point.

The wise advertiser seeking to interest the housewife—the real buyer for the family, also goes by the most direct road when he uses the newspapers. There is no other method so sure and immediate. Advertising schemes and novelties have their little day, but the newspaper is the one unfailing standby of the experienced advertiser.

RECIPROCITY IN NATURAL PRODUCTS WITH U. S. COMING

Potatoes Soon on Free List With General Breaking Down of Trade Barriers as Proposed in 1911.

Ottawa, Jan. 6.—In order to meet the food shortage and high cost of living problem which promises to become even more acute than at present in consequence of the urgent demand of the Allies for more food from Canada and the United States, there is likely to be a real pooling of food resources on this continent with free trade in foodstuffs.

There is already free trade between Canada and the United States in wheat and wheat products. Potatoes will probably be the next staple to be added to the list with other food staples included gradually as economic conditions of production and marketing are considered and adjusted. The whole question, it is understood, is under consideration by the Ottawa and Washington governments and their food control departments.

The Liberals in the union government are, of course, already committed to free trade in foodstuffs and now that an election is over and "politics" are dropped, the Conservative members of the cabinet are, it is said, falling in line with the policy which they opposed in the last parliament, but which the altered economic and political conditions now make both easy and popular.

The prospective action will probably not be taken for some time yet, pending further consideration of the whole problem by the full cabinet council until Sir Robert Borden's return next Wednesday, and pending also further negotiations with Washington. But it is fairly certain that there will be a letting down of the tariff bars on food products and a natural and economic pooling of Canadian and United States field crops making for cheaper living and better marketing conditions.

War necessities, union government, a one-party western representation in parliament, and the appearance of the United States as an ally rather than a rival of Canada, now clear the way for the reciprocity which was defeated in 1911, for causes political rather than economical.

WHO SHALL GO SHORT IN 1917?

At the beginning of a New Year the Food Controller appeals to all public-spirited citizens to study the facts of the world food situation and their own personal responsibilities in connection with the food shortage. Food is the most essential material thing in the world today. The situation in Great Britain, France and Italy is exceedingly grave. In all the neutral countries of Europe it is desperate. In Germany the workers have so deteriorated by reason of malnutrition that the output per capita has been reduced by about 33 per cent as compared with the first year of the war. There is not enough food in the world to go around as on the same generous scale as before the war. Who shall go short?

The shortage of supplies up to the present has been felt in this country only indirectly through the rapid ad-

vances in prices. Important saving has been effected in beef, ham, bacon and white flour, but far greater economies are required. As yet the great majority of the people have made practically no real food sacrifice. The need overseas is such that this continent must do its utmost. The people of Canada who have food in abundance must reduce their own consumption of certain foods and share with those who have not enough to maintain their physical efficiency. The Allied armies and civilian populations will then be given the support which they must have to win. There will be much suffering in Europe despite the best efforts of the people on this side of the Atlantic, but we at least have it within our power to ensure that such privations will be no greater than is absolutely necessary. It is our plain duty and privilege to support the morale of the fighting men and the civilian populations of Europe and ensure it from being endangered by the menace of starvation.

Canadians have responded splendidly to every appeal that has been made to them since the outbreak of the war. The call has now come for voluntary rationing so as to save wheat flour, beef, bacon and sugar and for the utmost effort to produce the greatest possible amount of food in 1918. The situation is so serious and the dangers which it involves are so grave that if the voluntary response is not immediate drastic measures may be necessary.

SOLDIER VOTES.

There has been a great deal of talk during the last few weeks about the votes of the soldiers overseas and the manner in which these votes can be distributed and applied in the Canadian constituency. The Toronto Star corrects what it describes as "a very widespread misconception as to the use the government can make of the overseas soldiers' votes." It has been supposed, mistakenly, by many that Sir Robert Borden or Sir Wilfrid Laurier had the power to apply a great number of votes here or there in order to decide constituency which were doubtful after the home vote was cast. The Star says nothing of this sort can be done, and proceeds to tell why:

"The votes of the soldiers overseas will count in the constituencies to which the men belong if their Canadian domicile could be determined at the time of voting. As for others, with no legal domicile, even their votes are not at the disposal of either the Government or the Opposition in Canada to be applied where the party leader thinks they will do the most good. The place where each of these ballots was to be applied was decided by the soldier elector at the moment of voting, and the name of the constituency on the ballot. Many soldiers may have chosen to cast their votes in the Kitchener election—many have considered it as good a place as any—but no votes that were not applied there by the electors who cast them can now be diverted to that place by anybody else."

This compact explanation of the situation should be useful in the Maritime Provinces, where there has been a great deal of loose talk as to the government's power and intention in relation to these matters.

TO ENROLL MEN WHO RECENTLY BECAME 21.

Washington, Jan. 4.—The fighting armies of the United States will be supplied hereafter exclusively by unmarried men between 21 and 31 years of age and men unskilled in industrial and agricultural work necessary for the conduct of the war.

Added to the 1,000,000 physically and otherwise qualified men under the present registration in Class 1 when all the questionnaires have been returned on February 15th will be 700,000 men who have become 21 years old since June 5th.

Under the new selective service arrangement all the fighting forces will come from Class 1, according to the report of Provost Marshal General Crowder, made public yesterday, and which will be sent to Congress.

But to make the new scheme operative Congress is urged to enact an amendment providing that all men who have become 21 years old since June 5th shall be required to register for classification.

ALLENBY REPORTS PALESTINE GAINS

London, Jan. 4.—An official communication issued by the Office to-night says: General Allenby reports a further advance by a part of his line north of Jerusalem over a distance of a mile.

The British official communication issued this evening says: "As a result of local fighting in the neighborhood of the Canal Du Nord, reported this morning, four of our advanced posts were pressed back a short distance. A few of our men are missing. Beyond the usual artillery activity by both sides there is nothing further to report."

UNBIDDEN GUESTS

.....(New York Herald)..... The Kaiser was holding a Kneipe, with feasting and revel and wine. And the roar of his cannon re-echoed from Riga across to the Rhine. Blaspheming the name of his Maker, mounting a bragging boast, He stood with his glass uplifted, and called for another toast.

"Here's to my gallant allies, and here's to them every one. Since their God has been good and allowed them to share my place in the sun!" Then, spite of the burst of cheering, and spite of the drunken din, There came a voice from the doorway—"Pardon, may I come in?"

"Who is it seeketh to enter?" the wondering Kaiser cried. And, "Only another ally," the same sleek voice replied: "Only another ally, bringing his homage to you, And rendering every honor where honor is surely due."

Then the Kaiser looked down the table to the guests who had come at his call.

Turk and arrogant Austrian, bargaining Bulgarian, and all.

"An ally that I have forgotten? Then open my portals wide!" So did they leap to his bidding—and the Devil stepped inside.

There he did stand in the doorway, looking round with a grin, As he numbered his newly found comrades in their brotherhood of sin. "Sir, I am proud to toast you, for ever since hell had birth, I have hoped to find a colleague who would open a branch on earth!"

Then he snapped his wavering wine glass as he swung on his heel to go.

And the wine ran down o'er the damask snow.

"Brothers," he cried, "I leave you—but not with a final toast— Tonight I stand your unbidden guest— tomorrow I'll be your host."

The "most prolific mother" we know of was the wife of a Paris baker, who presented her husband with twenty-one children in batches of three at a time and at the rate of one set of triplets annually for seven years; she had no mean rival in a Chicago mother, Mrs. Joseph Ormsby, who in her first seven years of wedded life gave birth to one set of triplets, two pairs of twins three single children, and one batch of four at a time—a highly respectable average of two children annually.—London paper.

LOSSES IN MEN AND GUNS DURING 1917.

British Lost Guns Only On Western Front.

London, Monday.—The war office has issued a summary of the British captures and losses in the war during 1917. The total captures on all fronts numbered 114,544 prisoners and 781 guns. The losses numbered 28,379 prisoners and 166 guns. The items include: Western Theatre, 73,131 prisoners, 531 guns captured and 27,200 prisoners and 166 guns lost. Palestine, 17,464 prisoners and 108 guns captured, Mesopotamia, 15,944 prisoners and 124 guns captured. No guns were lost in any theatre except the Western.

INFECTIOUS!

The whole village was ringing with the story of how Bill Wiggins, Farmer Smith's farm hand, had won the V. S., and the vicar at once went to tell Bill's aged grandmother the great news. Somewhat to the consternation of the war she burst forth with the comment: "Got the Vessee, has he? Well, I hope he won't be as bad with it as he was with the measles! Our Bill always was like that. If there was anything catching going about, Bill was sure to get it!"

IMPORTANT FOOD SAVING

Analysis of the Returns from Hotels and Restaurants.

Receipt of additional returns has made possible a more extensive analysis of the saving for November of beef, bacon and white flour in representative hotels and restaurants throughout Canada. The aggregate saving for the places reporting is about the same as in October, running into many tons. The per capita consumption of beef was reduced to 58.39 per cent of the consumption in November 1916, while the per capita bacon consumption was only 44.85 per cent of that of a year ago. The use of white flour has been curtailed to the extent of more than 20 per cent, but this figure does not take into account the increased use of whole wheat or Graham flour. The report shows an increase in the use of about 14 per cent, as compared with a somewhat larger increase for October, 1917, but this is partly explained by the small fish consumption in some places which were not included in the October report. There, is abundant evidence, however, that the consumption of fish in the public eating places of Canada is not anything like as great as it should be. St. Catharines, Ont., reports an increase of 55 per cent in the use of fish and Hamilton also records an increase of 40 per cent. Reports from fish dealers all over Canada, which have been received by the Fish Committee of the Food Controller's Office, indicate a very large increase in the consumption of fish in private houses, etc.

One hotel in Victoria, B. C., has discontinued entirely the use of white wheat flour. A Toronto restaurant reports a saving of 4-1-4 tons of white flour for November. A considerable number of hotels and restaurants each saved more than one ton of white flour. With almost all cases, splendid reductions in the consumption of bacon and ham are shown. One hotel which used 1,003 lbs. of bacon and ham in November, 1916, used only 54 lbs. in November of this year. An Ottawa hotel saved 1,247 lbs. of bacon during the month and was only slightly ahead of establishments in Winnipeg, Quebec and Toronto. Seven eating places in Toronto saved in the aggregate more than 8 tons of beef as compared with the amounts for November, 1916. In a number of cases splendid increases are reported in the use of fish but in others this substitute for meat is not being used to the extent that it ought to be.

The reports show a marked tendency towards an increase in the use of cornmeal and oatmeal, but in many places these products are being served for the first time and the consumption as yet, although steadily increasing, is small.

The greatest sum any millionaire has added to his pile in a year is \$150,000. This little addition was made by Mr. J. D. Rockefeller, the well-known American Croesus, in 1900, chiefly through a rise in the value of Standard Oil Stock. Every day of the year he was \$400,000 (about ten times his own weight in gold) richer than the day before.

MILK DISTRIBUTION COST.

"Spread has been Limited by the Food Controller."

The Food Controller has limited the amount which distributors of milk may add to the actual cost of the product delivered at their premises. From and after January 1 and until further notice, the amount so added must not exceed such cost by more than 5-1-4 cents per quart anywhere in the Provinces of Manitoba, Saskatchewan, Alberta and British Columbia or by more than 5 cents per quart anywhere in Ontario, Quebec, Nova Scotia, New Brunswick, or Prince Edward Island.

No distributor selling milk in any locality where the amount now paid to distributors is less than the maximum prescribed in the Order may increase such amount without the written consent of the Food Controller.

Retail dealers are forbidden to charge a higher price for milk than the milk distributors charge the consumers in the same locality. If the cost of labour or other factors increase the cost of distribution, any distributor may submit evidence to the Food Controller and make application for an increase in the margin allowed in that Province.

Flour and Feed

We are still headquarters for our and feeds and have on hand at the present time, Middlings, Bran, Cottonseed Meal, Linseed Meal, Schumacher, also Regal & Royal Household Flours. We are expecting a car of Feed Oats, also a car of Cottonseed Meal daily.

Kentville Fruit Co., Limited.

CRINOING

Quick, Good, Cheap and Never Freeze up. Now waiting for your grain.

E. W. FOX, D. Haven, Kings Co.

TROUBLE FOR DUNCAN

Two brothers, Angus and Duncan, who worked a small farm, had the misfortune to lose by death their sister, who was their housekeeper. They tried to do the housework themselves for a time, but it wasn't a success; so one day Angus, the elder, said to his brother: "Duncan, ye'll need to look about an' see if ye canna get a wife."

"Na, na," replied Duncan; "you are the oldest, Angus, and the farm belongs to you."

"But you are likely to live longest, Duncan," continued Angus, "so you'd better be the one to take a wife."

"Oh, ay!" said Duncan, resignedly; "it's aye the same way here; whenever there's any dirty work to be done, it's me that has to do it."

DOOM OF THE DRINKER

Toronto World: When the big business interests began to figure their losses from drinking, the doom of liquor was in sight. The insurance companies were the first to discriminate against the drinking man. The moderate drinker was as poor a risk as a diseased person and no more welcome than a toper. He generally died liver or fatty degeneration or some synonym for alcohol.

The railways discovered that accidents and losses of heavy amounts were usually traceable to alcohol. Efficiency demanded not merely temperance, but abstinence. Tobacco also, was shown to be detrimental to efficiency. More and better work was to be had out of the sober man than the drinker. Consequently the sober man was more in demand and got better pay. This economic side of the question has had definite results, and piety and morality have never had such an effect on public opinion as these practical economic facts.

Presidents MEMBERS OF THE N LADIES AND GENTS

The Constitution Association at this Association was all fruit growing effort in directing horticultural the director in the has been the star to complicated problems.

Probably we have it might be well at the mittie whose duty it regard for departed men in our Annual Report.

This Association has Martin Burrell, former in the forwarding of growing. Not only of the work at the E the views of this Association Station to co-chairs at Berwick, through the Dominion been conducted under Annapolis and other given by virtue of through his efforts, and his staff has been we should at this time behalf. We feel the Minister of Agriculture will give all reasonable ment of the fruit industry.

Fortunately for the other sections of the D their crop to advantage to the limited time at on distant markets b and the shortage of car difficulties. The at through the Fruit Division long way toward making markets in good condition.

It would, we think, in devising means where speculative interests enter the grower's shawl, and the consumer to obtain his fruit with charges. Growers, handling of much more thus have eliminated a as growers continue to they cannot expect better.

According to the 1913, and Hants had 1,079,6 trees, making a total of the number of apple trees number of pears, plums in the three counties. The area devoted to orchards Valley counties and 10 Scotia. Additional at 1913, but since that time, bable, considering losses, now that in 1910 when orchard fruits have, with since that time.

It is safe to assume ing, which means that 2,000 non-bearing. It ing and \$250.00 per acre valuation, at which price counties is worth \$11 throughout the three-county.

There are, in King acres of orchard, in Annapolis 1224 who have 3874 acres of 36,196 acres. orchard farm is 7-1-2 acres. Hants County. An investment for equipment orchard, which amount investment of \$1,767,000 \$387,400 in Hants County therefore, that the total ment in the three Valley interest charges on this Assuming that we had should have received \$1.1 the investment. In the orchard fruits, \$48.00 acre.

It would appear that covered on the average was pruning \$2.00; cultivation \$10.00. The cost of bearing cost 15c. per barrel crop at 700,000 barrels to acres, the yield per acre cost in 1917 for pruning 71 cents per barrel. ing 60 cents, a total of \$1 of \$1.37 per barrel, bring to \$2.68 per barrel. considered as a fixed cost \$25.00 per acre. The acre will vary according to and operating charges of amount to \$73.05 per acre for operating an acre of necessarily will be determined.

It may be thought bearing orchard is too high average acre costs about and pay interest charges of It will be noticed that chosen President of your program as presented is hope for a full discussion.