

### Worth Its Price

"We have cheaper teas, madam, but I think you'll find 'KING COLE' is worth its price." So said a wise grocer recently to a questioning customer. He was there not merely to serve her, but to serve her well. He might please her purse with the cheaper article but her final judgment of his service would be on the quality of the tea supplied. He wanted a satisfied customer.

This was one of the many merchants using "KING COLE TEA" in their own homes, and so he could say with sincerity: "It is worth the price."

"You'll Like the Flavor."



### Best Coal on the Market For Sale

Old Mine Sydney & Acadia Coals for Sale by Bbl. Ton or Carload—Place your orders for Coal now—First Come—First Served.

ALSO A CHOICE LINE OF  
Groceries, Hay, Feeds and Flour

**E. E. BENSON, - Newcastle, N. B.**

### Choice Western Steer Beef AND Fresh Pork

Davis & Fraser Hams and Bacons.  
H. A. Brand Hams & Bacon  
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Picnic Hams, D. & F. Sausages.

No. 1 Fresh Eggs

Oranges, Apples, Bananas, Grape Fruit, Lemons  
Cape Cod Cranberries, Cabbage,  
Lettuce and Celery.

A full line of Choice Groceries.

Prices Right.

**H. A. TAYLOR**  
PHONE 48 THE RITCHIE STORE

### WHAT FORESTS DO FOR CANADA

Forests—in the language of the motorist—are the carburetor of national business. We are accustomed to think of "forests" in terms of industry; paper-making or lumbering whereas they run a supply line direct to every Canadian activity. It may be the fruit grower and his baskets and boxes and barrels; or the coal mine and its need for millions of wooden pit-props; or the fishery with its entire plant built of wood; or the railway and its insatiable demand for track ties and lumber or the farmer with his wooden house and barn; fence posts furniture and fuel; or the water power with its dependence on the forest to prevent recurring torrent and drought.

The moment we touch a wage-paying profitable industry; whether agriculture or manufacture in Canada—we touch a "forest industry" for without the forest as a source of basic material Canadian industry could not hope to survive. This refers not to lumbering only but to all constructive activities and to the bulk of Canadian employment.

Canada's commercial future is wrapped up in the future of the forests. If the forests fail Canada's "Natural Resources" will be little better than a locomotive with a smashed connecting rod. China Asia Minor Spain; Italy and Greece have given desperate proof of such a sequence.

One of their last public statements of Sir Edmund Walker was that "the continuance of forest fires is the darkest menace in the commercial future of Canada." Sir Edmund—as a financier and world traveller well knew that the wanton destruction of forests presaged commercial decline.

#### RESPONSIBLE FOR BORROWING

In the case of a city in the province of Quebec whose Council had asked for permission to borrow a large sum and who had already spent some of the money in advance without any vote of the taxpayers having been taken Premier Taschereau pointed out that each alderman was liable to disqualification and a fine of \$500 and that the City Treasurer was also liable to the same fine.

Perhaps if this is only more fully known there will be less lavish spending of the taxpayers' money without their consent having been first obtained.



**Borden's ST. CHARLES EVAPORATED MILK**

With the Cream left in!

**The Milk For Cooking**

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

### Military Clothing Can be Worn

The order issued recently by the Department of National Defense for bidding the wearing of the military clothes by non-military people has been suspended owing to the fact that a considerable quantity of military clothing has been sold by the British authorities in this country and there are many men who find it economical to wear out what they possess of old uniforms and that which they have purchased at a low cost.

The order was given by the Department owing to loss of military clothing from many of the militia depots throughout the country but in view of the large quantity of such clothes throughout various parts of the country no action will be taken to press the order. This information was conveyed in a letter addressed to William Duff M.P. by Hon. E.M. Macdonald Minister of Defense the former having made an inquiry in the interests of a number of people who felt the burden of the Government's order.

### CO-OPERATION

In a very excellent annual statement of the City of Revelstoke, B.C. referring to the fine financial position of the City, a phrase is seen which is worthy of emphasis and thoughtful consideration.

The successful working of the year is acknowledged to be due to the "Co-operation between the rate-payers; the council and the permanent employees."

And this will apply to every city; town and village. If there is co-operation; there will be success; if there is disunion and hostility; or even apathy; there will not be success. Kipling's clever and truthful lines; quoted by Mr. Clinton Rogers Woodruff lately in describing the work in Philadelphia, are quite applicable to municipal work:—

"It ain't the guns nor armament;  
Nor funds that they can pay.  
But the close co-operation  
That makes them win the day.


It ain't the individuals,  
Nor the army as a whole  
But the everlastin' team work  
Of every blooming soul."

A city that has a good live Citizens' League, or Bureau of Municipal Research, or Board of Trade—no matter about the name—that takes a real interest in what the Council is doing, will be better off than the places where the citizens leave everything to the Council.

And every Council that is really trying to do its best for the citizens will welcome the work of such a body and seek its full co-operation.

A city's business today is a very big problem, and the greater the number of citizens who are interested in seeing that it is well managed the better.

When a Mayor or Council flouts the activities of a duly constituted body of citizens, they are not acting so as to secure the co-operation of those who elected them and whose money they are spending.



### This ENGINE means bigger catches at less expense

A wider cruising radius — more time to fish — freedom from delay caused by breakdowns — more miles per gallon of fuel — less need of lubricating oil, and consequently greater profits come to the Fishermen who equip their boats with the simple, sturdy

**FAIRBANKS-MORSE Type "M" Marine Engine**

It's an engine built specially for fish Water Fishermen. It's make-and-break ignition, with unbreakable drop rods and its rugged strength ensure EASY STARTING and economical operation. We carry all sizes in stock, each one thoroughly tested and guaranteed to run perfectly, while we have a complete stock of all spare parts at very low prices.

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#### Special Equipment for Lobster Packers

The celebrated "M" Marine Engines in all standard sizes.  
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Lobster Scales—Azule Bearings throughout. Extremely sensitive, heavily galvanized. The Standard of Fisheries Inspectors.  
Flash and Corrosion Resistant Scales. Motor Boat Supplies and Columbia Dry Batteries, etc.

## First Impressions Are Important

In a world where appearances are valued as indexes to character, *Your Stationery* should represent you worthily—always and everywhere.

That atmosphere of character and refinement, which should distinguish all self-respecting correspondence is assured when you place your stationery order with us. If you allow us to furnish your

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they will reflect the dignity and self-respect of the discriminating, and be an excellent advertisement for your business, for a business man may be judged by the quality and style of his printed matter.

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