

Bovril develops big reserves of strength

When Sir Ernest Shackleton was selecting extract of beef for his Antarctic expedition he said:

"IT MUST BE BOVRIL"

His knowledge of plain facts had me at a disadvantage.

"New Brunswick collects a cool half million and more"—

"That much?"

"With about \$400,000 coming to the Dominion Government from Crown forests on the prairies."

He must have noticed my growing interest.

"If the forests were not developed by lumber and plup and paper mills, all that money—seven and a half millions a year—would have to be collected from taxpayers direct."

The New Idea.

I assure you I went home with the germ of a new idea in my head. For years I had put aside the forests as the property of wealthy corporations. I thought the governments had 'given away' all the country's timber. I was satisfied that the general public had no concern what happened to the big storehouse of wood supplies. Did you ever think that way?

Promptly I set to work to learn the truth about these forests of ours, who owned them, who got the money. Now—

No lumberman gets a dollar bill out of a felled tree until he has spent three other dollars for labor and supplies. That is, the workman, together with the food, clothing, hardware and other manufacturers and dealers have three shares in the profits to the lumberman's one. If the

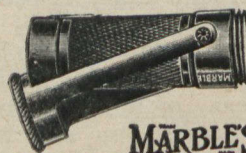
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