

The Province of New Brunswick Has Already Entered Upon The Greatest Era of Its Development and With The Other Maritime Provinces is Now Enjoying Its Greatest Progress

Western Canada Has Had Its Turn and New Brunswick is now Forging Ahead Rapidly--Great Opportunities in Different Branches of Agriculture--Great Expansion of Commercial Orchard--The Sheep Industry is Being Revived--New Brunswick Growing Canada's Best Potatoes--Poultry Raising Bringing in Substantial Profits--Progressive Immigration Policy with Ready Made Farms

The Province of New Brunswick enjoyed many social amenities and the real solid comfort of good homes long before many portions of Canada to the west of her, then covered with forest growth, gave echo to the song of the pioneer's axe.

Then came the wave of exploitation, of advertisement and real estate men; but these passed over the Maritime Provinces, passed by the provinces of Quebec and Ontario, and domiciled themselves in the vastnesses of the Canadian West.

The great railway corporations of the country united with the Federal Government in devoting themselves undividedly to the peopling of that country. The railways, because huge amounts of money had been expended in their construction across those homeless prairies; that expenditure had to be justified--had to yield profits; traffic had to be created, and so trainload after trainload of human freight was poured into the west; the Federal Government, because Canada to the east of the Great Lakes was of comparatively old settlement at that time and had not the same urgent need for material nourishment; but the cry of the husky baby provinces was insistent, and so they were fed lavishly not only by their mother, the Federal Government, but by their sister provinces in the East.

WESTERN CANADA HAS HAD ITS TURN

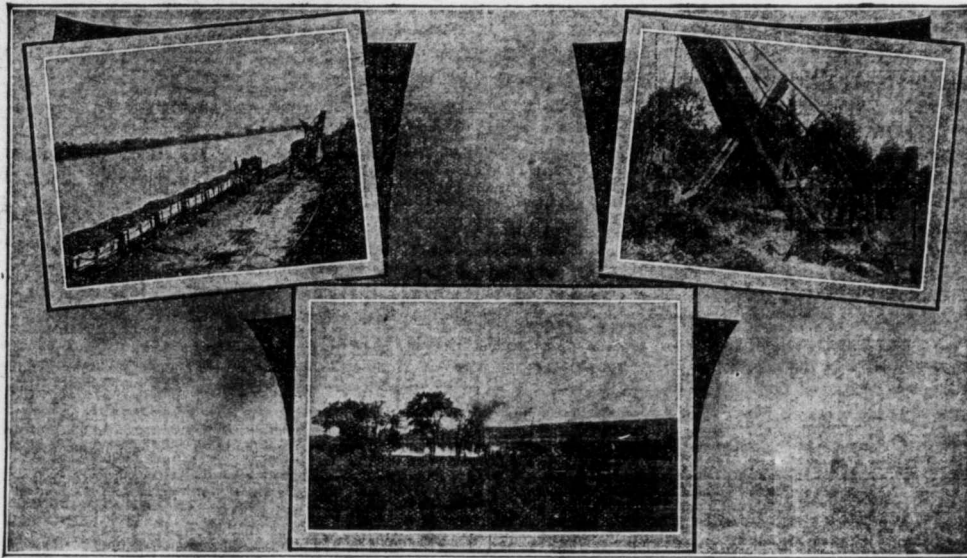
THE EASTERN PROVINCES TURN NOW

All the world knows what followed, has read of towns springing up in a year, of the waving fields of ripening grain, of the influx of sturdy settlers from all portions of the globe, and of the outpouring of long trainload after trainload of the golden grain. But the steady march of time and progress, with its inevitable changes, has already created conditions in the West that are making capitalists and would-be settlers look elsewhere for their future field of investment. Western Canada has recently passed through an era of settlement, progress and development unprecedented in the annals of the Empire. But she can no longer claim undivided attention. The phenomenally high price of lands, in many cases far exceeding their real value, the exactitudes of the vigorous climate, and the absence of forest, mountain and stream, with all that they mean to the home life of a people have slowly but surely borne fruit.

NEW BRUNSWICK OCCUPIES DOMINANT

POSITION ON ATLANTIC SEABOARD OF CANADA

Thus longing eyes are turned to the province of New Brunswick,



CONSTRUCTION WORK ON ST. JOHN VALLEY RAILWAY NEAR FREDERICTON.

with its moderate and pleasing climate, its abundance of cheap, fertile agricultural lands, its unexploited mineral wealth, its many railways, streams, beautiful valleys and upland slopes, AND ITS DOMINATING AND MASTERFUL POSITION ON THE ATLANTIC SEABOARD OF CANADA. Already many people are coming back from the West to make their homes in New Brunswick, and capital is being applied to its agricultural and industrial development. We are on the eve of an era of prosperity greater still than which Western Canada has enjoyed. In the fact that New Brunswick is the last undeveloped province on the Atlantic ocean lies a world of opportunity. In half a dozen different branches of agriculture, a healthy, independent and profitable livelihood may be found here.

GREAT EXPANSION OF COMMERCIAL ORCHARDING

Perhaps the greatest development made during the past three years in the matter of fruit growing and the progress in that direction is largely due to the action of the Provincial Government in appointing Mr. A. G. Turney, as Provincial Horticulturist, in February, 1910.

As a result of that appointment in less than three years the Province has achieved a reputation and publicity as an apple growing country which it never enjoyed before and which is attracting new settlers every day. The holding of two large and very successful apple shows in St. John and the success which exhibits of New Brunswick apples have met

in Ontario and in the Old Country have at last convinced our own people that the Province can grow the very best of apples in commercial quantities.

The success of the demonstration orchards conducted by the Government has done much to advertise our fruit growing possibilities and the holding of numerous orchard meetings and spraying and planting demonstrations have resulted in a great increase in the number of orchards planted. Not only have many more orchards been set out, but much better care and judgment has been used in their planting and in the selection of varieties. Our fruit lands possess the unique and distinct advantage of being so situated that the transportation of their produce to the consumer is al-

most entirely independent of railways, although excellent railway transportation facilities are available in the best fruit sections. In the St. John River, St. Croix River and Petitcodiac River valleys, water transportation from orchard to consumer is available. Think of what that means not only in cheap rates, but in the better condition of the product thus handled. OUR FRUIT LANDS ARE 480 MILES CLOSER TO THE EUROPEAN MARKET THAN THE OPEN SEASON SHIPPING PORT FOR ONTARIO OR MONTREAL; AND IN THE WINTER THEY ARE 818 MILES CLOSER THAN TORONTO, WHICH MAY BE TAKEN AS A CENTRAL POINT FOR ONTARIO. THEY ARE 3000 MILES NEARER TO THE EUROPEAN AND WEST INDIES MARKETS THAN THE FRUIT LANDS OF BRITISH COLUMBIA, WASHINGTON, AND OREGON. With abundance of cheap apple lands to be had, already sufficient interest has been aroused to result in the formation of two companies for the purpose of planting large tracts of land to apples, ultimately to be divided and sold as improved orchard farms. The St. John River Valley Fruit and Farm Land Company which owns about 1,200 acres at Burton, Sunbury County, planted 2,000 trees in 1911 and 5,500 this year. The New Brunswick & British Colonization Company, with extensive holdings at Springhill on which are already established 25 acres of apple orchard, planted 2,500 trees last spring. Orchards of commercial size are being planted in many parts of the Province, notably in the St. John Valley and in the vicinity of Moncton. These orchards are being limited to the four or five best varieties for export and when they come into bearing will play an important part in establishing a sound reputation for New Brunswick apples in other countries, and will lay the foundation of a large growing apple trade. The Dominion Department of Agriculture is assisting this industry in the Province through the medium of Mr. S. L. Peters, who was appointed last spring as Dominion Fruit Inspector for New Brunswick. Mr. Peters is paying particular attention to improving the grading and packing of small fruits and apples and as a fruit

Continued on Page 24

68 YEARS IN BUSINESS

The House Furnishing Business of Lemont & Sons, Ltd., was established in Fredericton by Martin Lemont in the year 1844, and has been carried on continuously by him and his descendants ever since.

FURNITURE



This DINING CHAIR is built in the strongest way, having continuous back posts, screwed top slat, brace arms, panel back, three runs in the front and square, heavy legs. Finished in surface oak, golden color. Worth \$2.00.

Our special price, \$1.50 each
Arm Chair to match...\$2.70



This high backed RATTAN ROCKER, with continuous woven work connecting the two arms and forming an apron beneath the seat. Only (Special), \$4.50 cash

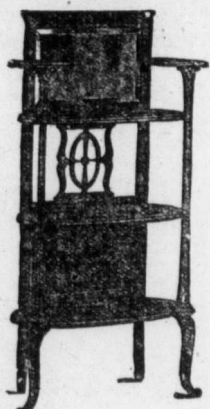
60 patterns of Rockers and Arm Chairs, in rattan, sea grass and willow.

One hundred varieties of Wood Rockers. The largest assortment ever shown in the city of leather seat Arm Chairs and Rockers.

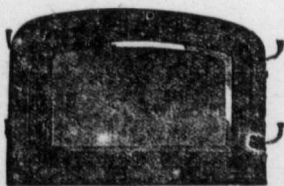


This PARLOR TABLE, in quartered oak or mahogany—special price \$3.50—is but one of 75 carefully selected patterns.

Folding Tables in three styles.



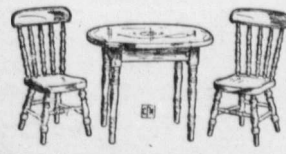
The price of this elegant PARLOR CABINET is only \$9.90. Many others may be seen on our floors.



We are offering this HALL MIRROR in either Quartered Oak or Mahogany at \$9.65. We have the Hall Seat to match at the same price.



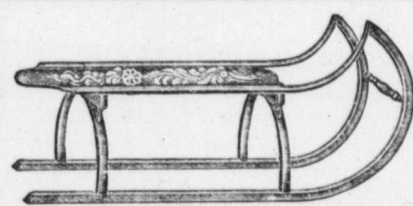
High Chairs from 90c to \$8.00. Chair shown in cut becomes a carriage by simply pressing a lever at the back. Price \$3.60



Kindergarten Sets (table and two chairs) from \$1.00 to \$2.50



Boys' Sleds from 35c to \$4.50



Girls' Sleds from 40c to \$2.50

Doll Sleighs

In rattan, wood and metal. from .75 cents to \$4.50

Doll Carriages

With Leatherette Hoods from \$1.50 to \$3.00

Rocking Horses

from \$1.80 to \$5.00

Children's Rockers

from .75 cents to \$5.00

Baby Sleighs

White Enamel—Red—Green—Gold—on Oak.

Upholstered. Not upholstered.

With reversible handles. With solid handles. With rope handles.

With hoods. Without hoods. Rail Sleighs from 80 cents up

Sleigh Robes

to keep the Baby warm.

Make the Children Happy

CARPETS

Our Carpet Room is the finest in Fredericton.

Fifty high-class Squares are displayed in the most modern fashion on a swinging rack.

We have an extensive assortment of low-priced Squares and Mats.

Our Linoleum and Oilcloth are imported direct from the largest makers in England.

In this department we also show Lace Curtains and Portieres, Window Blinds, Curtain Poles, etc.

CROCKERY DEPARTMENT

Dinner Ware in a variety of stock patterns. Four stock patterns of china.

China Tea Sets, Toilet Sets, Teapots, Tumblers, Lamps of all kinds. We sell the famous Rayo Lamp, the ideal light-giver.

BEDROOM FURNITURE

The Hercules Spring, guaranteed not to sag.

Guaranteed Mattresses and Pillows, made by the Alaska Feather & Down Co.

White Enamel and Brass Beds and Cribbs. Dressers and Commodes, Chiffoniers,

Dressing Tables, Mirrors, etc.

For \$7.75 we offer a beautiful Surface Oak Dresser with bevelled mirror, and Commode to match. This is a remarkable bargain.

A BOOKSHELF might be a welcome Christmas Gift. From \$1.50 up.

Lemont & Sons, Limited.

House Furnishers,

Fredericton, N. B.