

SNELSON REPLIES TO CRITICISMS OF PRESS

The loyalty of the Montana press to the people of the state was defended by Pete Snelson, editor of the Billings Gazette and retiring president of the Montana State Press Association, in his address before the body during the annual convention at Missoula, last week. Mr. Snelson denounced as false and unwarranted charges which he said had been made against Montana newspapers by an individual representing a group of eastern bankers and investors.

The retiring president called attention to the fact that the Montana Development Association announced recently that more than 2,000 columns of publicity had been given by the newspapers of the state to the campaign for the advancement of summer tillage. Mr. Snelson's address in part was as follows:

"The crop year of 1921 was not a profitable one for Montana. At the close of the season the farmers were in the dumps because of the limited production and the low price for farm produce. The stock men were discouraged and many of them were literally hanging on by their eyebrows. A great industrial depression had closed the mines of Butte and the smelters of Anaconda and Great Falls and the saw mills of the lumber regions. Business generally was at a very low ebb.

"In the face of these difficulties the press of Montana has carried messages of cheer and optimism into the homes of the residents of the Treasurer state. There never has been a week when the newspapers of Montana have ceased to impress upon their readers that Montana is all right.

"Add to this the space which Montana newspapers annually bestow to the great educational work being carried on by the agricultural college extension service in all parts of the state; add the columns which the press of Montana has devoted to irrigation and the pleas that have been uttered for more ditches and

more water and better farming and better grade of livestock.

"There never has been a time when the press of Montana has not been found more than ready to support and to urge any and every forward looking movement calculated to build up the industries and develop the resources of the state, without hope of reward other than that which may be theirs as a result of the increased prosperity which might come to Montana and its people.

If any of you may think that I am giving undue emphasis to what the Montana newspapers have done for Montana people, I will say for your information that it has been recently called to my attention that the press of Montana has been seriously criticized by an individual representing a group of eastern bankers and commercial clubs that the Montana newspapers had been derelict in not printing more of what he was pleased to term 'sunshine news' and in placing undue emphasis upon gloom, as relating to 1922 crop prospects, conditions in the livestock and wool growing industries and in oil and mines development.

"I have resented the charge and have responded to it upon behalf of the Montana State Press Association, because it has carried the inference that the Montana newspapers are not alive to the best interests of their state and their people, are incompetent as newspapermen and are unworthy of the great trust reposed in them by the public."

OHIO NEWSPAPER SETS NEW RECORD WITH PAGEANT OF PROGRESS EDITION

Not only did the Marietta, Ohio, Daily Times hang up a record for newspaper size in that city, when it issued a 72 page "Pageant of Progress" edition on Friday, July 21, but it is probable that other records were shattered as to the number of inches drawn up and sold in a daily field of that size.

Before any public announcement had been made regarding the issuing of this edition, L. E. Toller, advertising manager of the Times, prepared 7,200 inches of copy, which he not only designed but wrote as well. This was turned out during a period of six weeks, in which the regular routine work was not sidetracked.

One month from the time that Mr. Toller started out to sell the advertising copy, the edition containing 7,609 inches of copy, advertising was issued. Ten full-page advertisements were drawn up and eleven sold; thirty-seven half-page ads were drawn up and thirty-six sold; twenty-four quarter pages, of which twenty-five sold; thirty-three twenty-inch ads, of which twelve sold. A number of the advertisers changed the size of the space submitted to them. The special edition also contained quite a number of both large and small ads which were prepared by stores which maintain their own advertising departments.

The edition, which helped make

ROYAL YEAST CAKES
RICH IN VITAMINES

MADE IN CANADA

The importance of Vitamins in food is being recognized at the present time to a greater extent than ever before. It has been conclusively demonstrated that yeast is rich in this all important element. Many people have received great benefit physically simply by taking one, two or three Royal Yeast Cakes a day. Send name and address for free copy "Royal Yeast Cakes for Better Health."

E. W. GILLE COMPANY LIMITED
WINNIPEG TORONTO, CANADA MONTREAL

a slack month a busy one, carried advertising representing between \$2,500 and \$3,000. Mr. Toller suggested the number and designed the cover page, which was executed in the Times office.

In addition to the general write-ups of Marietta and vicinity, individual business write-ups of the firms were carried. The larger part of the news matter by L. N. Harness, city editor of the Times.

Fifteen trucks were used in the delivery of the papers in Marietta and vicinity and the delivery was accomplished in the usual time.

One page of this edition was devoted to the history of the Times, photographs of the entire force being shown. The Times has expanded from a four page, six-column paper with less than a thousand circulation to a ten-page, eight-column paper with a circulation of more than 6,000 since the present owners took charge.

Copies of this edition were mailed to chambers of commerce over the United States, going into every state that has organizations of this kind. Papers were also mailed the members of the Ohio Select List, of which the Times is a member.

Robert E. Ward represents the Times in the national field.

FOREST FIRE AT BAULD MT.

The increasing dry condition of the wooded portion of New Brunswick is resulting in greater fire risk. The Forest Division, Department of Lands and Mines, received a report last week of a fire on the headwaters of the Northwest Miramichi River. The lookout at Ashton Hill north of Newcastle and Red Pine in Gloucester County both observed the smoke Tuesday afternoon and by triangulation located the fire.

The cause of the fire is said to be lightning as it is doubtful if there have been any people where the fire occurred. A crew of men have been despatched to fight the fire.

The close watch for fires is being maintained in other parts of the province. There have been no reports.

BOTTOMLEY EXPELLED FROM THE BRITISH HOUSE

Horatio Bottomley, former editor of John Bull, has been expelled from the House of Commons by a vote of the members. After the Speaker had read a long letter from him that he was neither glibly or conscious of fraud and stating that he had been made "the victim of an appalling error of justice," the vote was taken. Horatio Bottomley was convicted at Old Bailey on May 29 on 23 out of 24 counts, charging him with fraudulently converting to his own use about £150,000 subscribed to his 'Victory' Bond and other clubs. He was sentenced to seven year's penal servitude. He was a member of parliament for South Hackney.

QUESTIONS AND ANSWERS ON FORESTRY

Questions and Answers on Forestry by the Canadian Forestry Association

Q. How many forest fires have taken place in Canada this year?

A. Approximately 3000 British Columbia had about 1400 and with Central Quebec passed through the worst fire experience in many years.

Q. For what purposes are aeroplanes and seaplanes used in forestry work?

A. In detection of fires for which they are admirably adapted, for carrying fire fighters to the point of danger, for carrying food and other supplies to rangers, for saving time in transporting fire inspectors and managers, for the survey of limits by photography, and the rapid and accurate examinations of terrain with a view to the most economical operation of timber limits. These are just a few of the day to day uses of aircraft in Ontario, Quebec, Manitoba and British Columbia. Fire rangers in B. C. and Quebec this summer have transported fire fighting pumps within one hour where the journey by land and water formerly required from fifteen hours to two days.

Q. Is there any court decision as to the right of a land owner to remove shade trees that are on a neighbor's property provided that such trees are running a lawn by their dense shade?

A. Recently a decision was given by an Old Country Justice denying the right of anyone to prune or trim the branches of trees reaching from a neighboring estate over his buildings and causing, so it was alleged, unhealthy conditions. We do not know of a similar Canadian decision.

Forest insects, once they attack an acre, work with incredible rapidity and deadly effect. They do not damage the soil, however, as is the case with fires. It is probably fair to say that the recovery of an area is more rapid after an insect attack than after a serious fire. Fires are steadily reducing the forest producing land, turning into dead wastes enormous stretches year after year.

Rev. Hugh Miller Accepts Call To St. John

At a meeting of the Miramichi Presbytery held in Campbellton on Friday last, Rev. Hugh Miller, pastor of St. Andrew's Church, accepted a call to St. David's Church, St. John. The local congregation made a strong plea to retain his services, but without avail.



Nervous Breakdown

The extreme depression and discouragement which comes over one at times is the most alarming symptom of nervous exhaustion.

This letter is a message of hope to all who find themselves in this unfortunate condition.

Mrs. Geo. T. Tingley, Albert, N.B., writes:—

"For years I was in a very nervous, run-down condition, was much depressed in spirits and suffered a great deal at times. The least noise would irritate me and at times I felt as though I certainly would go crazy. I consulted different doctors to no effect.

"A friend advised the use of Dr. Chase's Nerve Food and I can truly testify today to the great benefits received. There was a marked change before I had finished the second box and when I had used a dozen boxes my nerves were thoroughly restored and I was entirely relieved of those terrible feelings I used to have. I shall ever be ready to testify to the benefits of this wonderful medicine, feeling sure that it will give to others the quick and permanent relief it has given me."

Dr. Chase's Nerve Food, 50c a box, all dealers, or Edmanson, Bates & Co., Ltd., Toronto.

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

Letter Heads, Bill Heads, Shipping Tags, Office Forms, Envelopes, Statements, Etc.

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.

The Advocate Job Printing Department

is without doubt the best equipped on the North Shore; and consequently in a position to turn out all kinds of Job Printing *Neatly, Promptly and Satisfactorily*, at very reasonable prices.

We are constantly adding new type and material to our already up-to-date equipment, and we have recently put in several of the newest type faces manufactured.

Let Us Prove

to YOU the truth of the above statement by giving us a trial order for any of the above mentioned office requisites, or an order for

Posters or Dodgers, any size Flyers, Circulars, Programs Menus, Display Cards, Business or Visiting Cards, Price Lists, Booklets

in fact, ANYTHING YOU WANT PRINTED Neat, Artistic Two-Color Work a Specialty. Call on us when you need anything in our line. We assure satisfaction. Mail orders receive our careful and prompt attention. Write us for prices.

Yours for Good Service.

The Advocate Job Department

Phone 23

P. O. Box 359

Everything in Printing.

FOR

SUNBURN HEAT-RASH BLISTERS BITES CUTS & SORES

USE ONLY

Zam-Buk

Here's Health!

Wheat and milk are the two great staple foods of humanity. Both are combined with other health giving ingredients in Butter-Nut Bread.

LEISURE!

Get the big golden loaves of Butter-Nut Bread regularly and you are set free from kitchen slavery, free for necessary work.

ECONOMY!

Figure the cost of coal, of spoiled batches, of spilt material to say nothing of your time and you'll see that you actually save by buying the best of all loaves.

Butter-Nut Bread
From Robinson's Kitchens