

## Canada's Prosperity

### Through Us Or In Spite of Us?

When the war was on and this country was putting forth every effort at home and overseas, to aid the allied cause, a great spirit of confidence and faith, of willingness to work, economize and sacrifice filled every class of the community from the highest to the lowest.

As a result, Canada's honorable war record has set her high among the nations, with a place at the Imperial Council table and a voice in international affairs.

Canada must and will come with equal honor, through the troublous times of post war adjustment. The only question is, will all of us help or some of us hinder, by pessimism, apathy or class jealousy.

To the Canadian farmer this question comes with a peculiar force. Agriculture must be the economic balance wheel of this or any nation. It is an occupation where nature herself demands energy, courage, economy and efficiency. These sturdy qualities radiate from our farms to industries in other walks of life, where so many leaders were country born and bred.

The farm home and farm life as the source of what has been and is the strongest and truest in our national character is interwoven with the history of Canada from its infancy. The settlers on the shores of New Brunswick and Nova Scotia toiling to clear a patch of forest and sowing their grain among the stumps; Hebert and the pioneers of New France, fighting Indians enduring privations, wrestling mere by a rude living from their small clearances, but full of faith in the future if not for them then for generations yet to come; the men who rescued Upper Canada from the wilderness; the Red River colonists who after two years of complete destruction of their crops sent a party to the Mississippi for the next year's seed grain and won! These men made possible the Canada of to-day.

The farmers of Canada, then have a rich history and a noble tradition to live up to. Upon them Canada's progress has always, in

the main depended; upon them it will always, in the main depend.

What then, is necessary for the farmers of today? Simply the application of those qualities we have referred to—energy, courage, economy and efficiency, and under present day conditions the return is sure and speedy. A very high percentage of farms owned by farmers in this country have been acquired and paid for in the farmer's own lifetime. For the present and future generations there is exactly the same opportunity. True, when each generation, and perhaps often, we may have to change our type of crops to meet the changing market requirements, but surely that is a trifling task compared with that of those who had to establish themselves in a new country, create their farm their community their markets and their civilization.

During the war years, the farmer like most others became unreasonably optimistic. As in other industries, he was over-capitalized, tied up too much money in extravagant buildings and expensive machinery; bought tractors to get the crops in more quickly and easily; without considering whether the actual earning power of these warranted the investment. With the depression; which has followed; this over-expansion has been a serious burden and has shaken the faith or some in ultimate success.

We must get back the indomitable courage and untiring effort of Canada's days. The farmer must remember that in the last analysis, he is infinitely better off than the wage-earner of the city. True, his cash income may sometimes be small; but he can, at the very worst, gain his living from the soil, while in the city the larger wage melts away in paying for things which on the farm involves no cash outlay. The farm products are necessities of life and must always command a market. The products of city industries must often create their market and their sale is subject to wide fluctuations. Sure of a market, then; the farmer's main problem is simply the lowering of cost of production to permit it a fair margin of profit even at present prices. This can be done and is being done.

We may call attention to the advertisement placed in this issue by the Federal Department of Agriculture. It is more than an advertisement, it is a call to united and cheerful effort, a summons to the Canadian spirit of the "will to win" which has burned so brightly throughout Canada's history—a spirit which is so well shown in a message received in Ottawa only a few days ago from one of the foremost farmers of the Province of Alberta. He says: "It started to rain the last part of the week, and this

## IMPOSSIBLE TO GET RELIEF

Until She Started To Take "Fruit-a-tives"

The Medicine Made From Fruit

R.R. No. 1, Everett, Ont.  
"I had been troubled for years with Dyspepsia, Liver and Kidney Trouble, and could not get relief until I started taking 'Fruit-a-tives'. Thanks to their beneficial action, I am in normal health again!"

Mrs. THOMAS EVANS  
"Fruit-a-tives" alone can give such happy and successful results because "Fruit-a-tives" is the famous medicine made from fruit juices and tonics. "Fruit-a-tives" is pleasant to take and will always restore the health when taken regularly as directed. 50c. a box, 6 for \$2.50, trial size 25c. At dealers or from Fruit-a-tives Limited, Ottawa, Ont.

coming after the recent heavy rains has put the soil in a condition that it has not been in at this time of year since 1916; the farmers are consequently very jubilant and if optimism could pay debts the farmers of Southern Alberta could by next fall cancel our National Debt."

When Remitting Send a  
**DOMINION EXPRESS MONEY ORDER**  
For Sale at C.P.R. STATIONS and DOMINION EXPRESS AGENCIES

## Druggists Urged To Advertise Truthfully

A "A Truth in Advertising" campaign to include a common interest among pharmacists was urged before the convention of the Texas Pharmaceutical Association, at Galveston, by William Ochse of San Antonio, president of the San Antonio Drug Company. The idea was that carried out at San Antonio with success and was embodied in the "San Antonio Plan" which Mr. Ochse explained.

Aside from the benefit to the drug trade, the retailer and the wholesaler and the general public, the idea was to foster a spirit of community interest. In commenting upon this plan, Mr. Ochse emphasized that the stores advertising and selling articles of merchandise at cut prices bear the same relation to the regular merchants as bolshevism does to other nations of the earth. "Cut prices on standard goods are misleading," Mr. Ochse said, "in that they carry the impression that every article in the store is also carried in stock for sale at a reduction. In every line of business where articles are sold for less than the advertised price confidence is destroyed both in the manufacturer and the retailer, for prices and not the goods are sold. Such a system puts the manufacturer and the retailer, both those who practice it and those who do not, in a bad light in the public mind.

"This is a time to get some action among the merchants and educate the public to the real situation. Public confidence is being abused and an end must come. It is up to the dealers to advertise and bring the true situation before the public. In this manner can bolshevism in business be ended."

The co-operative plan originated in San Antonio within the organization of the San Antonio Drug Company, Mr. Ochse said. Co-operative advertising campaigns were put on by the drug stores of the city and the company maintained an expert staff to assist the retailers in planning sales and newspaper advertising campaigning. Above all, the idea has been to help the druggists to become better merchants. In connection with this, which brought closer connection between the manufacturer, wholesaler and retailer, a real service was created to meet the demands of an educated public.

## BELYEA IS DOWN TO BUSINESS

Hilton Belyea has settled down to his practice spins covering the course in very fast times which were not announced. He is accompanied in his training by Bert Barry, junior son of the old time English champion, W.M. Hoover the Duluth sculler has just arrived. He had a try out over the Putney course. Hoover stated in an interview that he expected Belyea to put up a fine fight for the Diamond

## The Aristocrat Of Passenger Engines On Can. Railways

Designed specially for speed and for economy of operation engine No. 6000 the largest passenger engine in Canada, has just been built for the Canadian National Railways by the Canadian Locomotive Co., of Kingston. The latest iron monster to be added to the 1923 equipment of the National Railways will roll out of the locomotive company's yards tomorrow night and make its initial journey to Montreal where it will be on exhibition over the week-end. At the first of the week it will also be on public exhibition.

Engine No. 6000 is of the mountain type and according to both the builders and the engineers of the C.N.R. it is the last word in engine construction and represents the finished product of modern thought in locomotive design. It is the first of sixteen engines which are to be built in Kingston for the National Railways. Of these six are to be put into operation between Montreal and Toronto while the remaining ten will be shipped to the Atlantic Division where they will be put into service between Moncton and points eastward. In many ways engine No. 6000 is unique in design and there is every possibility that it will make railroad history, the same as did Engine No. 999 which some years ago made an United States railroad famous for its trains between New York and Chicago. This engine which is now a "pensioner" of the American road which it served so well for more than two decades, famous though it is in railway annals would seem to be small when compared to the titian 6000 both for size and power.

## British Ambassador Takes Needed Rest

New York, June 26—Sir Auckland Geddes, British Ambassador to the United States, sailed for home today on the Berengaria for a three month's rest. The ambassador's sight which has been seriously affected during the past few months, was said to be improving slowly.

His friends said he will not become entirely blind, as was at first feared.

## Children Cry for Fletcher's

# CASTORIA

Fletcher's Castoria is strictly a remedy for Infants and Children. Food is specially prepared for babies. A baby's medicine is even more essential for Baby. Remedies primarily prepared for grown-ups are not interchangeable. It was the need of a remedy for the common ailments of Infants and Children that brought Castoria before the public after years of research, and no claim has been made for it that its use for over 30 years has not proven.

## What is CASTORIA?

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other narcotic substance. Its age is its guarantee. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic and Diarrhoea; allaying Feverishness arising therefrom, and by regulating the Stomach and Bowels, aids the assimilation of Food; giving healthy and natural sleep. The Children's Comfort—The Mother's Friend.

## GENUINE CASTORIA ALWAYS

Bears the Signature of

*Chas. H. Fletcher*

In Use For Over 30 Years

THE CENTAUR COMPANY, NEW YORK CITY

## Choice Western Beef

Ham, B. Bacon, Roll Bacon, Back Bacon, and Pea Meal Bacon nice and sweet, Rose Brand Cooked Ham, D. & F. Sausages, H. A. Cornbeef, Spare Ribs, Picnic Hams

Pure Maple Syrup per bottle.....45c  
4 lb Tins Jam at.....75c

Marven's Plain and Fancy Biscuits  
Marven's White Lily Cakes.....40c  
Moncton Ideal Bread, Oranges, Apples, Bananas, Grape Fruit, Lemons, Cabbage, Rhubarb, Turnips, Carrots and Potatoes.

H. A. TAYLOR

PHONE 48 THE RITCHIE STORE

## Something to Consider

Who makes the RANGES sold here and did you ever try to find out the REPUTATION of the foundries back of the ranges on sale? Then did you ever consider the KNOWLEDGE the salesman has of a stove or range while he TALKS to you and you are looking over a range? There is nothing so VOID of SENSE as a person talking RANGE who has not grown up in the business.

When you want a RANGE call and let us REASON a bit with you. We have the finest line of RANGES produced in CANADA. Our prices cannot be trimmed—we know the Business and have no substitute for QUALITY. This is the REASON we have the RANGE business of the entire country.

FURNACES STOVES RANGES  
Hot Water Heating and Plumbing a Specialty

J. B. F. MALTBY,

Phone 121 Newcastle, N. B.

**Digestible**  
Successful in stubborn feeding cases, and with puny babies when other foods have failed.

**Borden's EAGLE BRAND**  
CONDENSED MILK  
FREE BABY BOOKS  
Write to The Borden Co. Limited, Montreal, for two Baby Welfare Books.

USE **BEAVER FLOUR**  
and Improve Your Bakings

BEAVER FLOUR contains all the richness and goodness of Ontario Winter Wheat combined with enough Western Hard Wheat to give it strength.

It is the only scientifically blended flour on the market—and can be relied on to give the best baking results every time. Ask for it at your grocer's.

THE T. H. TAYLOR CO.  
LIMITED  
CHATHAM, ONTARIO

## "King Cole" Preferred

A growing preference is expressed for KING COLE TEA. What other explanation could there be for its persistently increasing sale? Every year of the twelve that it has been before the public has marked its strong steady advance. A good long testing time—long enough to prove the merits or reveal the weakness of any article. Public confidence has been demonstrated in no uncertain way. The testing stage has been passed with honour.

"You'll like the flavor."

