

Abitibi Power and Paper Company

LIMITED

Head Office - - - MONTREAL, Que.

Manufacturers of

NEWSPRINT PAPER

SULPHITE PULP

GROUNDWOOD PULP

Mills at IROQUOIS FALLS, ONT.

BOVRIL

Never Profiteered

WHILE many foods have doubled in price, Bovril is the same price in Canada to-day as in 1914. Yet the opportunities for profiteering, if Bovril, Limited, had chosen to take them, were almost unlimited. Double the price could easily have been obtained for Bovril, because there is no real substitute for Bovril.

There was no increase in the price of Bovril during the War.

You can buy Bovril to-day at the same price as in 1914.

HAVE YOU?

By Orville Leonard.

Have you ever seen the smoke clouds from a forest fire burning? Have you ever lived for hours in that crackling, bright inferno? Have you had your shoe soles burned off by those dead looking white ashes? Have you seen men shouting wildly, though you could not hear their voices for the roar and hiss of leaping flames and the fierce wind they engendered? Have you ever seen a country where the furred with living fire and wondered if you'd ever live to feel the cool wind blowing? Have you ever seen a rancher driven from his fired homestead, while years of labor on his fields were wiped out in an hour? Have you ever looked down a line all hedged and feathered wild things have been burned up, every one? And have you seen that country when the fire fiend has finished—the blackened stumps of noble trees, the white ashes, burned bare rocks, no living thing—black, deathlike desolation brooding over all?

If you have, you'll see that your match is out and look where you throw your cigarette.