

SUPPLY A NATION WITH XMAS TREES

Annual Consumption in the United States is Estimated at 5,000,000.

(New York Times) Christmas trees are not necessary to make that holiday complete as are turkeys on Thanksgiving or red lights and Roman candles on the Fourth of July. The Christmas tree custom is so old and so venerated, yet how many persons have even given a thought as to whence these trees come from and the number consumed annually? According to an estimate of the forest service, United States department of agriculture, the United States uses annually between 4,000,000 and 5,000,000 Christmas trees. This equals approximately the combined consumption of England, Scotland and Wales, and is about 25 per cent greater than that of Germany.

The Christmas tree bears practically the same fruit the country over, but the variety of the tree itself varies according to locality. The fir is undoubtedly the Christmas tree par excellence, especially in the northeastern and lake states, on account of its long horizontal, spreading, springing branches, and deep green, fragrant foliage which persists longer than that of any other evergreen.

On the Great Lakes "the Christmas tree ship" bringing greenery from the upper peninsula of Michigan to Chicago or Detroit is usually one of the latest events in navigatio neach winter. In the northeastern and lake states balsam fir furnishes the bulk of the Christmas tree trade. In the south the Fraser fir is the favorite. In Colorado and other Rocky Mountain states, fir, though abundant, is difficult of access, and the Lodge pole pine and occasionally the Douglas fir and Englemann spruce are used. On the Pacific coast the Christmas tree is often the white spruce, which with fir is popularly at Christmas trees, but as a rule in the south and west they occur at high altitudes which make them difficult to get.

Big Supply for the East. New York and the New England states consume 1,500,000 trees. Black and red spruce are very commonly seen in New England Christmas celebrations and in New York and Philadelphia. Throughout Illinois and Ohio nurserymen partly supply the local demand with nursery-grown Norway spruce. These are in great demand for Christmas trees when fir and spruce are not available. Throughout Maryland, Virginia and in Washington, D. C., the scrub pine finds a way into many homes, while in Southern Wyoming the Large Pole pine is almost the only species available.

Hemlock is often used, but only in the absence of other varieties. Its slender, springy branches are better adapted to the manufacture of so-called fancy greens. Occasionally a few arbutus are shipped among firs and spruces to New York and Philadelphia. Red cedar is not displeas where better trees cannot be had, as in the treeless states and often in Tennessee and Pennsylvania. In California red cedar and incense cedar are not uncommon.

Maine, New Hampshire, Vermont, the Berkshire hills in Massachusetts and the Adirondacks and Catskills in New York are the sources of supply for New York, Philadelphia and Boston, and even for Baltimore and Washington. The swamps of Michigan, Wisconsin and Minnesota furnish the markets of Chicago, St. Paul, Minneapolis and the cities of the plains states.

Christmas trees vary in size from five to thirty-five feet in height, and trees with perfect whirls of branches are most sought for. Prices vary from 25 or 50 cents up to \$35 or \$50. There is very little profit in the business for those who furnish the material. These are mostly farmers and owners of wood lots who look upon the trees as a gift of nature, and in selling them consider only the labor of cutting and hauling and not the labor and expense required to grow the trees.

Very commonly the question is raised as to whether the cutting and use of these trees for Christmas purposes is not a great waste, and whether steps should not be taken to discourage or prohibit it. In the opinion of department officials the custom is so old, so well grounded, and so venerated, that even if it were economically somewhat indefensible, these aspects will and should continue to outweigh economic considerations. It is denied, however, that pure economic considerations would lead to the abandonment of the Christmas tree custom.

Trees are for use, they argue, and there is no other use to which they could be put that would contribute so much to the joy of mankind as their use by children on this one great holiday of the year. Further, particularly in the northeastern states, a large proportion of the Christmas trees are cut from pasture lands on which they are encroaching or from land which would be cleared up in the ordinary course of farm improvement. The trees would be cut in any event. A market for them gives the owners some return for

The Buying of "Cheap" Tea, is a peculiar circumstance--The less you pay, the more it costs

"SALADA"

Is so full of intrinsic goodness, that you get full Value on every purchase

Advertisement for PURITY OATS, featuring an image of a oat stalk and a tin of Purity Oats. Text: 'Serve them for Breakfast', 'Milled from Selected Oats of Sunny Alberta'.

Advertisement for COAL, 'All Kinds - Hard and Soft', 'CONSUMERS COAL CO., LTD.', 'TELEPHONE 1913'.

their labor if nothing more. It is true that in the vicinity of large cities the Christmas tree supply is sometimes secured in such a way as to be destructive of youth growth. This, of course, should be discouraged. That the use of Christmas trees is perfectly compatible, however, with the welfare of the forest is fully proved by the practice in the European forests. The cutting of small trees for Christmas is not there considered in the least as a menace to the forest but as a means for improving the forest and a source of revenue, and is therefore constantly encouraged. It is not by denying ourselves the wholesome pleasure of having a bit of nature in our homes, forest of

THE STORE OF THE CHRISTMAS SPIRIT!



Santa Claus At Oak Hall Saturday!

Dec. 16, '20 Boys—Here's a letter just received from Old St. Nicholas himself; read it: Reindeer Land, Dec. 14, 1920

Oak Hall, St. John, N. B. Dear Friends:— I wish you would tell all the children of St. John, particularly those under ten years of age, that I will arrive in St. John on Saturday morning at 9 o'clock on the train coming from Sussex, and after a walk through the station and a short drive around town I will pay a special visit to your new Germain street store at 9.30 and from then until 10.30 I want to meet all the little children and have a real handshake with them. Kindly tell all the little children to come and see me, sure. Yours, with the Christmas Spirit, Until Saturday morning, SANTA CLAUS.

Advertisement for Horlick's Malted Milk, 'Safe Milk For Infants & Invalids', 'A Nutritious Diet for All Ages'.

Advertisement for Dr. Frank Boyaner, DENTIST, '74 Germain Street', 'Phone Main 4211'.

USE The Want Ad Way

Advertisement for DENT'S GLOVES, 'For Gifts buy DENT'S Whether you want Kid, Cape, Wool or Fabric Gloves, It's good taste and good sense to insist on DENT'S'.

GAVE MORE BLOWS TO HYDRO RADIALS

(Toronto Mail and Empire) In order further to convince the R. V. L. Commission that there is no co-operation on the border railways such as would necessitate the construction of the Hydro radials, Mr. F. P. Gutelius continued his attacks upon the proposed radials during Saturday's session. To prove that the radials are not needed in the Niagara district to handle freight, Mr. Gutelius declared that the Grand Trunk and the T. H. & B. could handle 60,000 acre cars a month, which would be five times the amount now looked after, so he did not see that there was any great call for the construction of a new service to parallel the existing lines. So far as carrying for the fruit was concerned, the witness admitted that much of the difficulty at fruit centres consists in finding enough cars at the right time, and while the radials might be of some service for this limited period he did not think the fruit growers would benefit when it came down to a question of freight rates. Mr. Gutelius further failed to agree with Mr. Gaby's estimate that the radials would get 20 cars of freight a day from the United States, the estimate, he felt, being more in the nature of an ambition than a possibility. The freight estimate was extravagant for the reason that the radials hoped to get more in 1920 than is now handled by the T. H. & B. and Mr. Gutelius could not see that. As a result of the failure of the Hydro hopes, the witness predicted there would be a deficit of \$80,000 a year on the Toronto, Hamilton and Niagara division. So far as the Hamilton-Galt-Elmira

Officials say, that we shall preserve our forests but by learning how to use them wisely and properly.



THE STORE OF THE CHRISTMAS SPIRIT!

Only 8 More Shopping Days When you see the groups of people in this busy store making Christmas selection at new lower price levels, the reality that Christmas will soon be here is quite evident. Only eight more shopping days.

Gifts For Women

- BLOUSES of exquisite charm and unusual smartness developed fromorgette, Organdie, Crepe-de-Chine and other dainty blouse materials. New Lowered Prices \$4.75 to \$20
KIMONOS of Crepe-de-Chine in slip-over style, Copen, Rose, Canary. Regular \$20.25. New Lowered Price \$13.50
Of Satin in Flesh Color, beautifully embroidered. Regular \$24.75. New Lowered Price \$16.50
HOSIERY—Of special interest to the gift giver are the Gotham Gold Stripe Pure Silk Stockings in black and colors. Regular \$4.50. New Lowered Price \$3.35
Besides Gothams you will find a large assortment of Gift Hosiery to select from. All at new low price levels.
GLOVES—Ambitious gift seekers will find that our pre-Christmas selections embrace Gloves to meet every need and to fit in with every plan of Christmas expenditure. One line of particular interest: Tan Cape Gloves, Regular \$3.00. New Lowered Price \$2.40
SILK UNDERTHINGS caters to a woman's love of things beautiful. Prices have been so greatly lowered for Christmas shoppers that this lovely gift is now within the reach of every purse.
Envelope Chemise of crepe-de-chine, wash satin and Jap silk. New Lower Price Levels \$4.40 to \$18
Camisoles. All at New Lower Prices, \$1.60 to \$7
Gowns of crepe-de-chine or wash satin. New Lower Prices \$8 to \$20
FURS—A gift that assures the utmost Christmas happiness. Our entire stock of Fur Pieces and Fur Coats are strikingly lowered in price for Christmas Shoppers.

- Other Suggestions From Our Women's Shop
Sweaters, Scarfs, Hand Bags, Purses, Umbrellas, Handkerchiefs, Tea Aprons, Lingerie, Negligee, Underskirts, Skirts, Street Frocks, Dance Frocks, Leather Coats
New Lowered Prices are quite prevalent throughout our entire store.
WOMAN'S SHOP. THIRD FLOOR

OAK HALL SCOVIL BROS., LTD. KING ST.—GERMAIN ST.

D'Allaird's Great Xmas Blouse Sale. The latest styles at new prices. Not a blouse in our store subject to luxury tax. 10 KING SQUARE

MAZOLA A PURE SALAD AND COOKING OIL

THE STORE OF THE CHRISTMAS SPIRIT!



The Greatest Neckwear Opportunity of the Season

Two Thousand Christmas Ties

Put Up in Christmas Boxes \$1.00 Previous \$1.50 Values

This represents a recent purchase at a big reduction from a reliable maker. They have arrived just in time for Christmas.

In Past Years it was our policy to buy far in advance of the times to protect our customers as much as possible against increasing prices.

NOW our policy is reversed. We watch markets very closely and take every possible opportunity to procure real quality merchandise at greatly reduced prices for cash, thus assuring our customers of new lowered prices at the earliest possible moment. This offering of Dollar Neckwear is simply one instance. Other striking examples in Neckwear are—

\$1.50 Ties Equal to those you've been paying \$2 for. 75c. Ties Just as good as former \$1.00 and \$1.25 Ties.

Other lines of Quality Neckwear priced to \$3.

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