

POOR DOCUMENT

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BEWARE OF DECEPTION

Statistics show that when egg albumen is used as a constituent of baking powder, the amount so used is too small (usually 15/100 of 1%) to affect the quality or effectiveness of the baking powder containing it, and when so used, is plainly for the purpose of fraud. Intelligent buyers will not permit themselves to be deceived by the water glass test.

MAGIC BAKING POWDER

contains no alum or egg albumen and is guaranteed to be composed of the ingredients printed on the label—and none other.

Made in Canada By Canadians
For Canadians

AMERICAN AND BRITISH COTTON


(New York Evening Post.)

Anxiety in Lancashire over the danger of a crippling shortage of raw cotton has culminated, the cables state, in a project to subscribe \$75,000,000 for cotton growing in selected colonies. The Manchester Guardian believes this sum will be readily obtained. This anxiety has been long felt. It inspired the founding of the British Cotton Growing Association in 1902 to investigate and encourage imperial planting.

In 1915, when the United States produced 12,122,000 bales of cotton for mills, the empire produced just over 4,000,000. In 1917, when our crop was 12,482,000 bales, the empire contributed almost exactly 4,500,000 bales. But three-fourths of the imperial grown cotton is Indian, which is almost wholly of too short staple to be of use to Lancashire. Most of the remainder is Egyptian cotton, for which France, Italy and other lands compete with Lancashire. The West Indies grow some of the world's best cotton, but only a few thousand bales. Attempts in West Africa have shown the Gold Coast and Sierra Leone unprofitable fields. Only a little cotton of fair quality has been grown in the Transvaal. Uganda and Rhodesia have done better, but shipped only 45,000 bales in 1914.

The chief hope of Lancashire is pinned on two regions, the Egyptian Sudan and Nigeria. The latter alone measures 336,000 square miles, or not far from half the area of our south, while the Sudan comprehends almost 1,000,000 square miles. The Sudan is already able to produce 50,000 bales of good long staple Egyptian cotton. The main obstacle to development is the small population. Nigerian cotton planting is in the hands of natives, who are expected to make a success of it even as the Gold Coast natives have made of cocoa.

The world plainly needs a great deal more cotton. A British white paper, remarking that prices are far in excess of any since our civil war, stated that there is no prospect of a full supply for some years. American mills consume larger and larger quantities—an average of



"Who said FRY'S?"

He just loves its delicious chocolate flavor. Kiddies who get FRY'S regularly are vigorous, warm-blooded and healthy. They throw off colds quickly. They are more likely to escape epidemics. If you have some little pale faces at home, just try FRY'S. You'll be glad you did. But—remember

"Nothing will do but FRY'S"

TRAVEL IN CANADA

(Quebec Telegraph)

The Montreal Branch of the Canadian Manufacturers' Association is doing good work in arranging for a Dominion-wide campaign to induce Canadians to spend their vacations and to do their motor touring in Canada. Our wonderful Northwest, as our fellow-citizens points in the older settled sections of the western provinces are not likely to let us forget, possesses some of the very most wonderful scenic attractions of the entire world, and now it is refreshing to note that the provinces by the sea are doing a little advertising for themselves, and not without a reason.

All who have toured the beautiful Annapolis Valley and Cape Breton Island, or the equally picturesque lake country of New Brunswick, will gladly look forward to repeating the visit, while the desire to enjoy the very best of vacation need to ask nothing better than the opportunity of spending them in Canada. No foreign travel is necessary to Canadians desirous of thoroughly enjoying their vacations, and whatever money they spend is worth a hundred cents to the dollar in every part of their country, and is never exposed to the depreciation which is imposed upon it elsewhere.

JAPAN LOOKS TO BRAZIL

Planning Emigration to South America, so Honolulu Hears.

Honolulu, March 22—Japanese emigration hereafter will be directed more toward South America than to the United States, said a Tokyo wireless message, quoting M. Nagata, president of the Immigration Association of Tokyo, picked up by the Japanese cruiser Yakumo, which was here on her way home after a cruise in the Eastern Pacific with naval cadets. The message said it was planned to establish a Japanese colony in Brazil, and that Mr. Nagata expected to visit South America in the interests of Japanese emigrants.

Prominent Japanese in Honolulu said they believed some Japanese would go from Hawaii to Brazil.

The schooner Ada A. McIntyre arrived yesterday at Mobile from Gonaves. This vessel is owned by Peter McIntyre, of this city, who last evening received a wire to the above effect.

That Whiff of Fragrance

which never fails in its cheerful invitation to breakfast, comes more frequently, more invitingly, when it's

SEAL BRAND COFFEE

that is used. The famous Seal Brand flavour, fragrance and delicacy are sealed right into the tin.

In 1/2, 1 and 2-lb. tins. Never sold in bulk. Whole, ground, and Fine-ground, for Trickle-tops and ordinary percolators. At all good dealers.

Perfect Coffee—Definitely made—It's just how to make Coffee. It's free. WRITE for it.

CHASE & SANBORN, MONTREAL.

PEP-O-MINT LIFE SAVERS

Costly ingredients insure the QUALITY

THE high quality of Life Savers, the candy mint with the hole, is maintained by the use of only the highest-priced ingredients.

Just "mints" can be made at half the cost of Life Savers. That is the chief difference between Life Savers and their imitators.

Since the cost to you is the same, why not ask right out loud for Life Savers? It's your nickel and you are entitled to get the most pleasure it will buy.

LIFE SAVERS

THE CANDY MINT WITH THE HOLE

PEP-O-MINT WINT-O-GREEN CL-O-VE LIC-O-RICE

KING COLE TEA

ORANGE PEKOE TEA

Held High in Public Esteem

WHETHER you are a King Cole Orange Pekoe or King Cole Indo-Ceylon Blend, you know that the quality has been consistently maintained. That alone explains the steadily increasing sales.

They are dependable teas.

Perfectly packed in bright lead foil and price marked on every package.

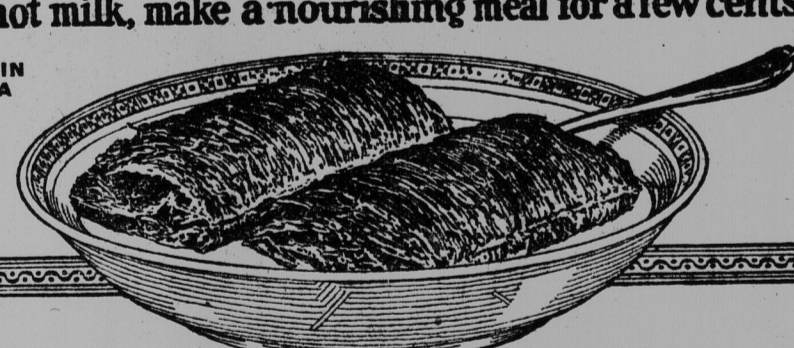
about four million bales in each of the five years 1901-1905; of 4.6 millions in 1906-1910, and of 5.3 millions in 1911-1915. When there is a short crop our mills obtain priority. Other countries scientific steps to encourage a much wider cotton culture. Our south need fear no loss of its favored position in European markets before adjustment can be made to meet it.

Acadia students will occupy some of the St. John pulpits next Sunday. Mount Allison students will preach in Moncton and other places.

HOW CAN WE DO IT?

We pay more for wheat, more for labor, more for taxes - but Shredded Wheat sells at about the same old price - very little advance on account of the war. How can we do it? We can do it because the volume of sales now reaches many millions of Biscuits per day. Considering its real food value Shredded Wheat is the cheapest food in the world today. It is 100 per cent whole wheat in a digestible form. Two Biscuits, with hot milk, make a nourishing meal for a few cents.

MADE IN CANADA



MUTT AND JEFF—THEY WON'T DO ANY HARM AND THEY MAY DO SOME GOOD By "BUD" FISHER



WHERE WERE YOU ALL MORNING, JEFF? WE HAD A NICE LITTLE PINOCCHLE GAME ON AT THE CLUB.

I AIN'T GOT ANY TIME FOR FRIVOLITY THESE DAYS, MUTT OLD DEAR. I'M REAPING A HARVEST MAKING OUT INCOME TAX REPORTS.

WHY, YOU POOR FISH, YOU DON'T KNOW HALF AS MUCH ABOUT INCOME TAX REPORTS AS I DO AND I KNOW ABSOLUTELY NOTHING ABOUT THEM!

QUITE SO, QUITE SO! NO ONE CAN DOPE OUT AN INCOME TAX REPORT.

BUT, INCOME TAX REPORTS HAVE TO BE FILED WITH THE GOVERNMENT AND SOME ONE HAS TO MAKE THEM OUT, DON'T THEY?

THE TAX-PAYERS NEED SOME HELP AND THEY GLADLY PAY FOR IT.

WELL, SO LONG! MY OFFICE WAS CROWDED WITH CLIENTS WHEN I WENT OUT TO LUNCH AND I GOTTA HURRY BACK.

A MUTT INCOME TAX EXPERT. TERMS REASONABLE.

GO AHEAD, JOE. NOW WHAT WAS YOUR TOTAL INCOME?

BETWEEN FIFTEEN HUNDRED AND NINETEEN HUNDRED DOLLARS.