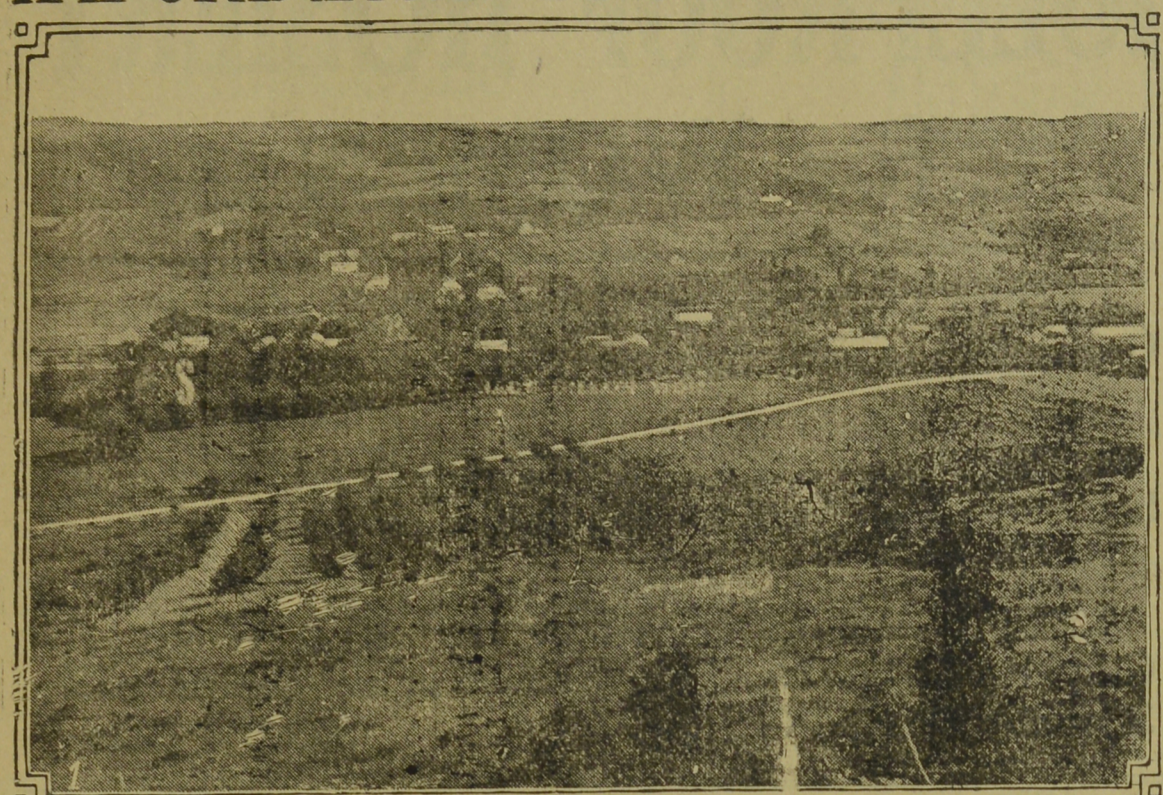


IMPORTANCE OF FRUIT INDUSTRY.



(1) Gaspereaux Valley, King's Co.
(2) Starr's Point, King's Co., N.S.
(3) Packing Room at Hillcrest, N.S.

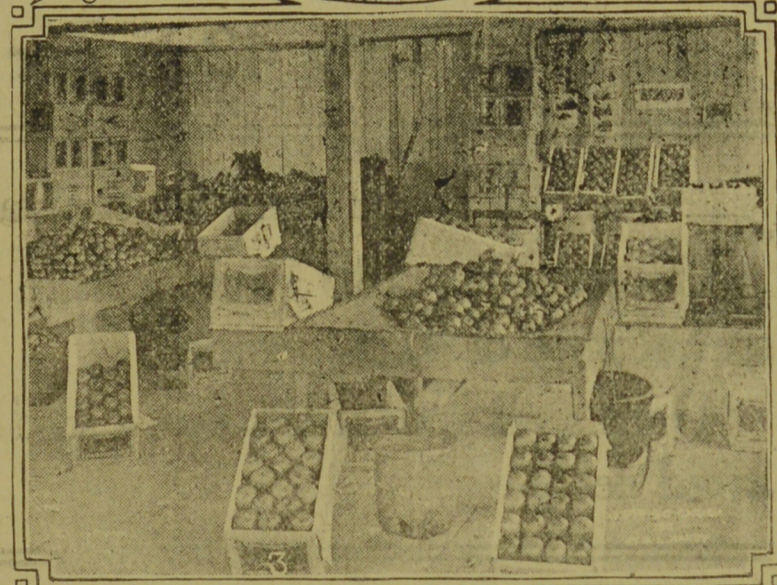
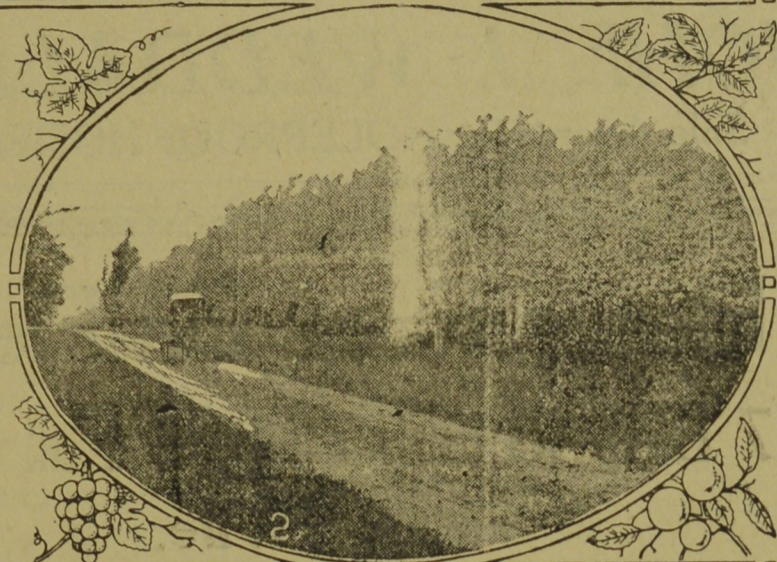
It is said \$140,000,000 has been invested in Canadian fruit production so that this is one of our great national industries. In a year of average production 15,000,000 bushels of Canadian apples are marketed, of which Ontario alone ships on an average 1,300 car-loads into the prairie provinces.

Most famous of all orchard areas is the Annapolis Valley in Nova Scotia nine miles wide and eighty miles long. With the Dominion Atlantic Railway running through the valley the growers have ideal packing and shipping facilities. 60 p.c. of the crop being handled co-operatively by one central association. Plums and pears are also grown here on a commercial scale.

Ontario is the proud possessor of the original McIntosh Red Tree which still stands at Dundas. Large apple orchard districts are found (1) Along the lake shore line of the C.P.R. (2) West of Toronto bordering on Lake Erie and Lake Huron. (3) In the Georgian Bay District, and (4) in the Niagara Peninsula which also produces 95 p.c. of the grape crop and at least 75 p.c. of the Ontario peach crop. Plums and pears are grown wherever apples are produced in Ontario.

British Columbia has developed its fruit industry during quite recent years, the number of fruit trees increasing from 650,000 in 1901 to approximately 3,000,000 in 1913; and the production of apples from 210,000 bushels in 1910 to 787,750 bushels in 1915. The principal fruit-producing section of the Province is the Okanagan Valley, where fruit is packed and marketed largely in a co-operative way, similar to that in vogue in Nova Scotia. There is also a large apple section in the Kootenay Lake District and on the Lower Mainland. Pears and plums are also grown very successfully in these sections of the province already mentioned, and peaches have been planted quite extensively in the southern part of the Okanagan Valley.

Between 1,250,000 and 1,500,000 barrels of Canadian apples are consumed outside of Canada every year, and most of these in Great Britain. The growers of Nova Scotia and Ontario cater especially to the Old Country market, though some British Colum-



bia fruit also reaches it. Nova Scotia has been developing, for some years past, a trade in South America and South Africa, with very satisfactory results. British Columbia exports considerable quantities to Australia and has even experimented with China and Japan.

Should any pressure of circumstances interfere with the export fruit

trade, a very serious situation would present itself, for it would be necessary either to double the consumption of fruit in Canada, or to allow tremendous quantities to waste in the orchards. The severity of the situation would only be lessened by concerted co-operation on the part of the consuming public and those who cater to its demands.

OF INTEREST TO WOMEN.

YESTERDAY'S CEREAL.

How It May be Utilized at Some Other Meal.

Among left overs that most housewives regard as hopeless of a second serving are cereals. Not one housewife in ten thinks it possible or worth while to save oatmeal left from breakfast to serve at another meal.

This is a great pity, for there is not a cereal that cannot be turned to account in a perfectly wholesome way.

Whatever is left should be turned out from the boiler into a bowl and put away to cool. If there is just a little it should be combined with the next day's cereal, stirred in after the new is made and heated thoroughly.

The same may be done with all kinds of cooked cereals. Rice and any of the cooked wheat or corn cereals may be used with cornflakes instead of with bread crumbs in stuffing such things as tomatoes, green peppers or meat.

Good for Luncheon.

Any sort of cold cereal can be thoroughly chilled and then cut in thick slices, dipped in egg and fried. If you cannot afford the egg, use milk and fry in butter or bacon fat. Served with a little crisp bacon, this friend cereal is a delicious luncheon dish.

Fried cornmeal is considered a delicacy when served with chicken in the South. Various of the wheat and corn cereals fried in this same manner are quite as delicious when served with the meat course in place of potatoes

or the additional vegetable.

To Make Griddlecakes.

Cold cereal is successfully used by many women to make griddle cakes and muffins, the cereal taking the place of a certain amount of the flour called for in the recipe. When it is used in this way it should be fairly thick or else more of the cereal and somewhat less milk should be used.

If you this, do so with a recipe with which you are thoroughly familiar, and work in a little at a time with equal amounts of flour until you have a batter of the usual consistency.

When the top of your silver inkstand is covered with ink and you want to clean it, mix a little chloride of lime into a paste with water, rub the silver top smartly and the stains will come right off.

Never put table linen into soapsuds until all stains have been removed by pouring boiling water through the stain on the linen.



Wood's Phospholine.

The Great English Remedy. Tones and invigorates the whole nervous system, makes new blood in old veins, cures nervous debility, mental and brain worry, despondency, loss of energy, palpitation of the heart, falling memory. Price \$1 per box, six for \$5. One will please you, will cure. Sold by all druggists or mailed in plain box on receipt of price. New pamphlet mailed free. THE WOOD MEDICINE CO., TORONTO, ONT. (Formerly Windsor.) try.

Slants of Humor

During a social evening a woman sang for the guests. One of the guests turned to a meek looking little man sitting at his side and asked: "How awful! Who can she be?" "That," replied the sad man, "is my wife."

"I beg pardon," stuttered the other. "She's really a—I know she'd sing beautifully if she made a better selection of her music. Who do you suppose wrote that song?" "I am the author of that song," replied the meek looking little man.

A well known judge tells the story of the cross-examination of a bad tempered woman in his court. She was an amazonian person. Her husband, obviously the weaker vessel sat sheepishly listening. The opposing counsel pressed a question rather urgently and she said angrily.

"You needn't think to catch me. You tried that once before." The barrister replied, "Madam, I haven't the slightest desire to catch you, and your husband looks as if he was sorry he did."

Previously to joining the army he had been a lawyer. Getting back to camp rather late one night he was challenged by the sentry. Obtaining no response, the latter lifted his rifle and roared:

"If you move you are a dead man." "Allow me to remark, my good man," said the lawyer-soldier, "that your statement is absurd. If I move it is excellent proof that I am alive. So my mind it is incomprehensible that—" "Pass, Mr. Blackstone," said the sentry.

Notice to Water Consumers.

Water Consumers will please take notice that the Water and Sewerage Rates are now due and payable at the City Treasurer's Office, City Hall. Persons owing back rates are liable to have the water turned off without further notice.

G. R. PERKINS,
Collector of Water and
Sewerage Rates.

5-5 71

Cook's Cotton Root Compound.



A safe, reliable regulating medicine. Sold in three degrees of strength—No. 1, \$1; No. 2, \$2; No. 3, \$5 per box. Sold by all druggists, or sent prepaid on receipt of price. Free pamphlet. Address: THE COOK MEDICINE CO., TORONTO, ONT. (Formerly Windsor.)

The people are beginning to realize that the province of New Brunswick now has a government that means business.

Custom Tailoring

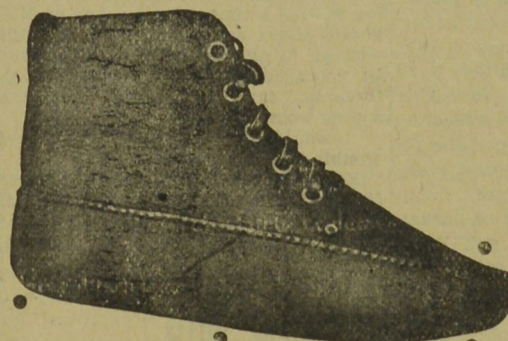
THE NEW IMPORTATIONS for the Coming Season are now on display. An early inspection will assure you of a large and varied selection to choose from.

WE ARE ALSO PREPARED to fill all orders entrusted to us for MILITARY CLOTHING at a reasonable price. We are sole agents for the Crown Tailoring Co. of Toronto, the largest Military Tailoring Co. in Canada.

WALKER BROS. MERCHANT TAILORS

QUEEN STREET, WEST END.

Mail Ads Will Bring You Results



No. 101. Men's High Cut Summer Pack.

Palmer's Summer Packs Or Plow Shoes Moose Head Brand

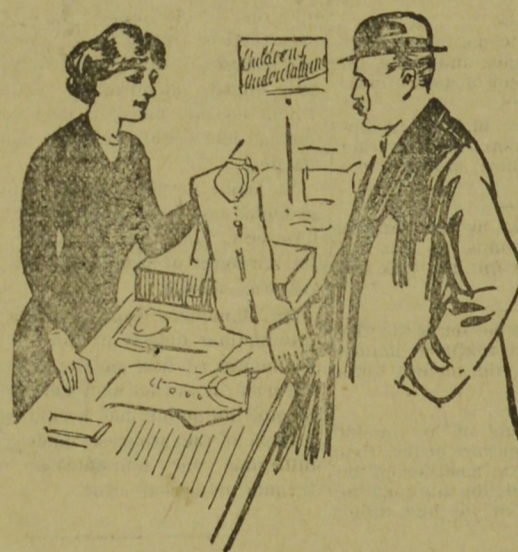
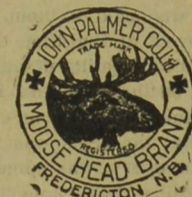
Established 1877

Our Skowhegan Packs, Larrigans and Sporting Boots are the leaders on the market today in this line.

The satisfaction the wearer gets from our famous "Moose Head Brand" footwear is so well known that leading dealers invariably handle them—and them only. They are roomy, durable, waterproof and comfortable.

No. 101 IS IN GREAT DEMAND FOR SPRING, SUMMER AND FALL WEAR. Be prepared to supply this demand! Write now for booklet and prices.

JOHN PALMER CO. Limited
FREDERICTON, N. B.



How Brown Learned How.

There is a man who makes shoes for children—and sells them to stores all over Canada But he is only just learning how people buy.

It was this way: His wife—let us call her Mrs. Brown—'phoned to him and asked him to buy some underwear for little Brown.

Picture Brown now among the throng of mothers at the "Children's Underwear" counter. He asks for Underwear for a child of six. He looks it over helplessly. What on earth does he know about Children's Underwear? For lack of anything better to say he asks: "Is this good quality?" The answer is short and quite conclusive: "It's Blank's"—naming a well-advertised line. That short word says everything. Brown pays his money and goes home, quite satisfied with his purchase.

Now what bothers Brown—a manufacturer of shoes, is this: How would it affect the purchase of a child's shoes if the salesman said "They're Brown's"?

Nobody knows Brown's shoes. Brown doesn't advertise.

The name Brown signifies nothing when used in connection with children's shoes. The salesman must use all his persuasive wiles to induce people to buy them.

The point is—If the name Brown was as synonymous with Children's Shoes as "Blank's" is with Underwear, wouldn't Brown sell more shoes with less effort?

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper. If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto.