

MINISTER OF AGRICULTURE MADE SPLENDID ADDRESS

Hon. J. F. Tweeddale Discusses Agricultural Matters Before St. John Board of Trade---Says the Price Fixed for Potatoes by Food Controller Would Be Unfair to New Brunswick Farmers---The Importance of Stock Raising

(St. John Telegraph.)

Hon. J. F. Tweeddale, minister of agriculture, and Prof. W. C. Kierstead were the speakers last night at Bond's before a combined meeting of the Board of Trade and Rotary Club. Professor Kierstead struck an alarming note about the food scarcity and made an impressive point of the absolute need for economy, and of substituting for cereals and meat which were most needed in the war zone.

Hon. Mr. Tweeddale reviewed the work of the agricultural department and outlined its future program. "The potato problem is the most serious problem with which the farmers in every section of the province are confronted," said Hon. J. F. Tweeddale. "Last spring," he continued, "we urged the farmers to increase their acreage and many of them did so. Their fertilizer without potash cost them ten dollars a ton more than in previous years. Labor is much scarcer and higher than ever before. Blight has affected crops so seriously that they will not yield over forty per cent. of an average crop and it will cost the farmer about \$2 a barrel to produce them."

"We are told that the controller is talking of fixing a price on potatoes that will net the farmers in New Brunswick after transportation and expenses are deducted, about \$1.60 per barrel."

The minister proceeded to say that he believed a food controller should have been appointed at the outbreak of war, so that an inventory of the foodstuffs in the country could be taken and prices fixed to regulate the

supply and demand, encourage production and prevent speculation. He proceeded to tell that the price of wheat had been fixed at \$2.21 a bushel, while it would be profitable to the grower. He believed now that the price of flour to the consumer should be fixed at \$10 or \$10.50 as that would leave a profitable margin. On the other hand, New Brunswick farmers were being obliged to sell at a dollar less than it cost to produce and then in a few months they will be asked to



HON. J. F. TWEEDDALE.

increase their potato acreage. The farmer wants \$3 for his potatoes, he said, and he will have a fair profit. Otherwise the acreage next year will be reduced.

In the outset of his address, after being introduced by the chairman, Hon. Mr. Tweeddale dwelt on the importance of agriculture as an industry showing by statistics that it yielded last year thirty per cent. more than fisheries, mines and the forests combined. He made impressive, too, the necessity at the present time for

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594 CHAMPLAIN ST., MONTREAL.
"For two years, I was a miserable sufferer from Rheumatism and Stomach Trouble. I had frequent Dizzy Spells, and when I took food, felt wretched and sleepy. I suffered from Rheumatism dreadfully, with pains in my back and joints, and my hands swollen. A friend advised "Fruit-a-tives" and from the outset, they did me good. After the first box, I felt I was getting well and I can truthfully say that "Fruit-a-tives" is the only medicine that helped me". LOUIS LABRIE.
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greater agricultural activity, as a supply of food was even more vital in the war than a supply of ammunition.

When he assumed the head of the department, he went on, the staff was badly disorganized. The deputy and the clerk soon left. In some sections farmers had their land plowed for spring seeding, but they were unable to procure seed. It would be too late to wait for the Legislature so he took the matter up and secured a warrant from the lieutenant governor for the purchase of \$30,000 worth of grain seed, which was sold to the farmers at cost. The farmers were allowed to give notes payable October 31. About 16,000 bushels of grain were distributed and one and a half cars of potatoes. He felt sure that as a result there were 150,000 more bushels of grain, wheat, oats and barley produced.

The minister reported that the wheat crop was good, better than the two years previous put together. He himself raised enough to provide the household for two years.

The raising of cattle and sheep, especially sheep, he said, was decreasing at an alarming rate. He spoke of the great strides in the development of machines, replacing hand labor and he dwelt on the means employed of distributing technical education.

Livestock Raising.

Hon. Mr. Tweeddale reviewed in detail the various lines of endeavor in the agricultural life of the province. It was patent the province could not become a great wheat growing country. Livestock raising, he asserted, was the chief and most valuable branch and he pointed out what the department is doing to bring in pure bred cattle. Pig raising is profitable,

too, while prosperity invariably follows in the wake of the dairy cow. Next year, he said, the province would have to arrange for the importation of cows from other provinces to supplement the number here.

The minister dealt extensively with the dairying industry. Until recently New Brunswick cheese has been inferior to that produced in other provinces but the producers were induced and the instructed how to produce a better quality and the result has been most favorable. The minister lamented the loss of Mr. MacDougall who was a valuable assistant in this branch.

During October a series of meetings will be conducted in Albert, Westmorland and Kent to place before the farmers the advantage of co-operation in the manufacture of butter. The idea is to ship cream to Moncton and there have it manufactured into butter and to dispose of the by-products to the best possible advantage.

Hon. Mr. Tweeddale urged the opportunity for the cultivation of fruits and vegetables and remarked that next season a survey will be made of the strawberry industry so that a forecast of the production may be given and assistance given in the distribution of the supply. Emphasis was also placed on the field offered for poultry raising and the bee industry. Many parts of the province were importing eggs where they should be exporting them.

FATAL BUSH FIRE.

Fillmore, Cal., Oct. 3.—A large force of men were today combatting a brush fire which yesterday caused the death of at least six persons and destroyed pipe lines and buildings and other property valued at \$500,000.

Mr. A. J. Gray of St. John, is a guest at the Barker House.

Mr. P. Brophy of Montreal, is a guest at the Barker House.

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Enlist Your Kitchen in the War!

"The kitchen must help as well as the workshop and the trenches"
Mr. Lloyd George has said it!

What does he mean?

He means you must know and practice real thrift—make every dollar you spend on food serve your family and your country. Banish those things which are wasteful and substitute real foods. Lovers of tea and coffee must realize that these beverages are in no sense of the word food, but merely pleasant, slightly stimulating drinks, which, by the way, are soaring in price!

Thrift Suggests Serving Cocoa

It is a scientific fact that a cup of Cowan's Perfection Brand Cocoa contains more actual food value than a cup of beef extract, bouillon, or chicken soup.

Economies like Cowan's Cocoa render the diet more delightful, while saving money. And the saving effected in household expenses will enable you to help win the war another way—by Purchasing War Certificates!

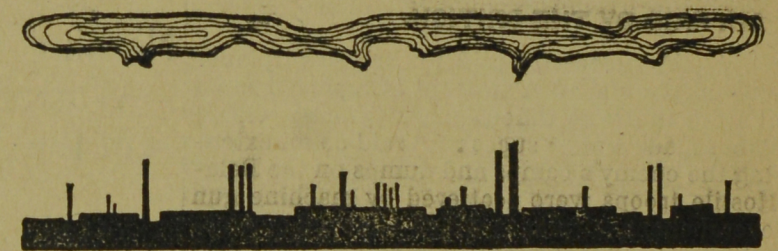
For \$21.50 you can buy at your nearest bank or

Post office a War Savings Certificate for which in 3 years' time the Government will refund \$25.00. Remember every food economy you practice helps to defend the brave boys at the front.

Cowan's Perfection Brand Cocoa can be purchased from all good dealers throughout Canada. Economy also suggests your choice of Cowan's Maple, Buds, Queen's Dessert, or Milk Chocolate Bars as the ever welcome confections.

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THE PRICE OF HOMAGE

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BUT the action was unique—it was unprecedented—it was unthought of that those hundreds of mighty furnaces, raging night and day, and those seething boilers, with quivering valves, should ever be allowed to cool. This extinguishing of fires cost Sheffield hundreds of thousands of dollars—the price of the effort to get back again to high-power efficiency.

SOME business men in Canada pay an unwitting homage, not to a king, but to a superstition—the superstition that hot weather justifies letting the fires of business energy go out. They stop Advertising in the Summer months. By paying homage to tradition, custom, superstition, they have allowed Summer to become their "dull" season. You know how dull it can be when you don't advertise. Do you know how brisk it can be made by Advertising? Do you realize how much momentum you now lose in the Summer that must be regained in the Fall?

DON'T LET YOUR ADVERTISING FIRES DIE OUT THIS SUMMER.

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