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NAME THE FARM

A Good Name is Easily Remembered and Helps to Advertise

When Shipping Products Cases Should Bear Name of Farm.

"Name the farm effectively!" urges a bulletin issued by the Department of Agriculture of the University of Wisconsin.

This department is making a special drive to encourage the farmers of Wisconsin to select appropriate names for their farms and ranches, and in that State as a whole. Although the movement has been conducted outside of Wisconsin, yet its idea is equally applicable here in Ontario.

As the bulletin says, names aid in distinguishing farms and country places as surely as they serve to recognize individuals. Competing with millions of farms with a peculiarly average name faces the danger of its individuality and becoming "just another farm."

As an institution that has occupied so prominent a place in the nation's life, the farm deserves a name; the giving of fitting names to houses and farmsteads in the open country would be taking a long step forward. "Just another farm" hardly seems a fitting name for a place that has been the world's oldest and greatest industry, reads the bulletin.

The farm with a well-known name is one of the first steps in placing the establishment on a business basis. The name is a business—a manufacturing plant as well as a home. Sold, except on the farm, does not find names and unnamed products. More and more these farm factories are entering the quality class; their products are being graded and sold on the basis of quality.

Whether it is clean milk, pure honey, sprouted apples, or the best of the best, the name is "quality." It is good business further to tie up high-grade products with the name of the factory where they are produced—no matter what the size or value of the article. Many business men are learning that by adding and applying the farm name they are adding a valuable asset in the merchandising of their goods.

An appropriate farm name makes a good farm better as often as it does the farmer fella. After selecting a name for this farm, that he has set a mark of which he must be proud and maintain a direct result, he produces better products and practices better farming. While "fair to middling" farming does not "smell" like "Smith's place," much better farming will in all likelihood be practiced at the farm.

A good farm name also lends reputation to business. It adds value to advertising. Despite the fact that this last has often been overlooked, it is a valuable asset in the marketing of a farmer can, just as the manufacturer uses it to advantage in selling his crops and products.

There are ways and ways in which a name may be selected; it should be remembered that the name should incorporate both home and business, and must, in consequence, be as pleasing to the farmer as it is to the woman who calls on the farmer's wife. "Heart's Delight" is not impressive as the name for a home. Dignity in the farm name should not be overlooked—this is so plain for trivial, foolish or cheap creations.

The farm's distinctive features may be utilized to a great extent in choosing a name. Points of interest, that are native to the local farm, and cannot be applied to other farms are particularly desirable. Names that picture the pictures of the farm and create an impression even before it is seen are effective, as in the case of Point Monument Rock, Lone Pine, etc.

Local history is a fertile source for farm names; nearly every part of the country has its Indian stories and tales, myths and legends, that can be used effectively in the naming of a distinct farm name. In Wisconsin there are farm names Ironquill Farm, as in England, that "above all others has been an amazing transformation in the health of the people, for whom life is wider, better and longer, and death is more peaceful and serene."

This conclusion is supported by a comparison of conditions in the year 1828 with 1928. In 1828, the general death rate was 22.0; in 1928, 11.4. This means that in 1928 there were more than ten less deaths for every thousand of the population than there were in 1828. In the same period of time, the general death rate has been cut in half. During the same period of time, the death rate of children under five years has decreased to about one-third of what it was. The reason of this is that the expectancy of life at birth has been increased by over twelve years.

This increase in life expectancy which is not generally appreciated, and yet it has not happened by chance. It has come about as a result of the interest of governments in the well-being of the people, and because during these years we have been given to us the means whereby to control some of the diseases and to promote the health of the human race.

It is a fact that we today live longer, often less from disease and enjoy a larger measure of health than ever before. Remarkable as this progress has been, there remains much more to be done, because we are not by any means all the power available to fight disease and promote health. More years of health will be ours if we make the necessary effort to gain them.

Questions concerning health, addressed to the Canadian Medical Association, 184 College St., Toronto, will be answered by letter. Questions as to diagnosis and treatment will not be answered.

Under authority of the postmaster-general, ten-cent postal notes have been put in circulation by the post office department for use in making remittances of sums under twenty cents.

NORTHERN CARIBOU CHANGING HABITS

Are Increasing Rather Than Decreasing In Number Count Tolstoy Believes

Wolves and the slow creeping in of civilization are responsible for the changes in the habits of the northern caribou that roam the Barren Lands according to Count Tolstoy, Grand-naturalist and ornithologist, and writer, who reached Winnipeg over the Canadian National Railway after nearly five months in the wilderness of the North West Territories. Count Tolstoy was in charge of the expedition sponsored by the American Museum of Natural History to study the migration of the caribou. He was accompanied by Howard Ashby and W. J. Cassel, a photographer. When Count Tolstoy and Mr. Cassel reached Winnipeg from the north, they were met by George Yandell, Arctic trapper, who has not seen civilization for 15 years, his first recollection to it was a pair of fancy spats with ladders.

The caribou of the Barrens have made changes in their habits in the past three years than they have done for a century," Count Tolstoy said. Scientists and old timers were of the opinion that the herds were decreasing but he believed that they were increasing but were moving farther away from the coast sweeping circles; on this trip he saw herds numbering thousands of heads but the herds were not so numerous as the herds of the explorers. Count Tolstoy strongly advocates the use of airplanes for the study of the caribou.

The party left Winnipeg for the north on August 14th and went from Sturgeon Landing to the coast by water as far as Reindeer, Neulinn and Winky Lake; ninety-seven portages were necessary for the party.

The return was made with dogs brought from the Eskimo. "Wonderful tales were told," said Tolstoy. "I am taking five of them back with me to New York. We did not see any reindeer, but we saw a few after two days rest made the 60 miles from Sturgeon Landing to the Pas in a matter of a few days. The trip to the coast was a most interesting one."

The humorous incident was probably the reception of 18 Eskimo trappers in the small tent and a deluge of reindeer and chocolate. Count Tolstoy, who came to America to study animal husbandry at the University of Wisconsin, is in the habit of visiting the Eskimo. "I am a dark man with a dark complexion," he says. "He likes the outdoors and particularly the study of animals. Some day he hopes to get back into the Barrens to spend two or three years studying the fascinating caribou."

He believes there are great possibilities in the future, and that as tame as sheep and goats are easily domesticated. We were able to obtain excellent motion pictures of them."

Health Service of the Canadian Medical Assoc.

ARE WE HEALTHIER?

Because of the tendency to glorify in the present, the people of today and the future, many persons are quite sure that we do not compare favourably with the people of the past. Yes, we find a distinguished English scholar stating in a review of conditions in England, that "above all others has been an amazing transformation in the health of the people, for whom life is wider, better and longer, and death is more peaceful and serene."

This conclusion is supported by a comparison of conditions in the year 1828 with 1928. In 1828, the general death rate was 22.0; in 1928, 11.4. This means that in 1928 there were more than ten less deaths for every thousand of the population than there were in 1828. In the same period of time, the general death rate has been cut in half. During the same period of time, the death rate of children under five years has decreased to about one-third of what it was. The reason of this is that the expectancy of life at birth has been increased by over twelve years.

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While waiting in the depot at Alliston for the arrival of his daughter, Thomas Callaghan, a well-known stinker and pump dealer of that town, was stricken with a heart attack and died in a few minutes. He was 62 years of age.

Returning from Milton jail, where he had delivered prisoners, Chief Kerr of Ontario narrowly escaped serious injuries when his car was overturned over twice into a six-foot ditch. The accident occurred at 7th line "Trafalgar." The car was damaged.

A survey of current publications places the Family Herald and Weekly Star of Montreal in the lead for variety and interest to the reader that is recognized as a steady guide and counsellor to the farmer. The survey proclaims it almost as equally popular in urban homes.

The Buffalo police head would cure crime by enacting all third offenders convicted of wrongdoing. That rule would almost result in the annihilation of several of the big cities of the U.S. with the Dominion Government for a model.

The level crossing accident at Watford, Ont., by which five people in a motor car lost their lives, is being made the subject of an investigation by officials of the Dominion Railway Board, who will look into the whole matter of making level crossings safer for the people.

The population of the County of Bruce is decreasing, and while the Dominion as a whole is increasing slowly, the urban centres are being built up at the expense of the rural sections. In the past seven years, the population of Bruce has decreased by three thousand people.

When fire destroyed a large barn on the farm of Joseph P. Brockett, Pustilich Township, last Wednesday night, the year's crop of grain and 90 tons of hay in it were lost. The fire, however, saved the farm implements and stock, but the loss occasioned by the destruction of the building and other contents was heavy.

A Scotchman was entertaining a guest for the night. The evening was in conversation, no offer of liquid refreshment being made. About 10:30 the host said suddenly: "Now, how do you like Scotch whisky, eh?" The guest replied: "Splendid!" So the host, smiling genially, rose and put the Scotch whisky on the table and the Scotchman celebrated the occasion on the phonograph.

Here and There

The Canadian Pacific has decided on a new ferry service between Sturgeon, on the mainland, and Victoria, on Vancouver Island, according to Captain C. D. Neerhaus, manager of the B. C. Coast Steamship Service. The new service will begin early next summer, being inspired by the increased demand for short water hauls.

Tourists to Victoria, the capital of British Columbia, this year numbered 370,000, according to the Victoria Publicity Bureau. Tourist travel from Canadian points and the west coast of the United States to Vancouver Island and Victoria, via the C. P. R. and the coast steamship service, show an increase over last year.

New York newspaper cameramen want cow-boys to do their stuff on the garrets of sky scrapers and in the streets of Manhattan. The trails, was the somewhat bitter observation of Guy Weadick, manager of the Calgary Stampede, who returned to Calgary from New York City participating in Tex Rickard's radio "Madison Square Garden, New York." "I have seen a lot of photographers," he said, "and we had to pass policemen from the top of buses on Fifth Avenue to please them."

Grain storage facilities of the harbor of Vancouver, B.C., which now exceed 10,000,000 bushels, will be largely increased by the construction of a new terminal house. It is believed, in view of the fact that storage bins are already nearly full of grain, that the flow of grain may have to be reduced correspondingly. It is being reported currently that the Alberta Wheat Pool, the Manitoba Wheat Pool and other groups will add storage capacity to existing terminal houses.

Over 175,000 trees have been planted along the main highways of the province of Quebec during the past two years by the Roads Department. In following out its campaign to improve the highways, the co-operation from residents along the roads. "Since the beginning of the year," the Minister of Roads has been insisting on the importance of beautifying roadsides. Tourists are urged to travel throughout the province on modern and perfectly maintained roads."

"Canary Korndyke Alcatraz," Holstein-Priest cow belonging to the Fort Centre Railway, as Boharm, Saskatchewan, has been declared world's champion butterfat producer according to an advertisement received by the owner from the live stock commissioner at Ottawa, stating that the cow has won the first championship with an enormous margin to spare. The record of Canary Korndyke Alcatraz for 104 days was 3,040 pounds of butter-fat, or 104 pounds more than any previous record holder. In the 104 days the cow produced 88,240 pounds of milk with an average test of 4.04 butter-fat.

There is no doubt in the mind of L. B. James, of New York, as to whether moose will attack human beings. Although the subject is a controversial one among big game hunters, decisive evidence was afforded recently in the experience of Mr. James in the Michigan district. James, between Ontonagon and Chapleau in Northern Ontario. He was paddling in his canoe the shore of the Spanish River and came upon a bull moose unwarned. The animal at once gave chase and, by dint of hard paddling by Mr. James, the Indian guide, were they able to escape. Another canoe is reported to have been similarly pursued.

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Ancient Mummies Found in Far North



With funds which they believe rank with those of King Tut's tomb in antiquity if not in splendour, the members of the Stoll-McCracken Expedition of the American Museum of Natural History reached Montreal over the lines of the Canadian National Railway from Prince Rupert, B.C., where they left the schooner E. M. Morley which had carried them through the Arctic waters. The party consisted of Charles E. Hill, New York, leader and Director of the Expedition and his wife, a noted big game hunter; Harold McCracken, Associate Editor of Field and Stream and leader of the expedition; Dr. H. E. Anthony, Curator of Mammals of the American Museum and other museum experts, left the port of Prince Rupert on May 1st for northern waters, and were at one time 225 miles north of Point Barrow. Their search was for ancient mummies believed to be of Stone Age men, whose presence on the barren islands of the Aleutians group had been reported.

On a barren island, far from the present haunts of men, a burial was discovered in which were four bodies in a rude sarcophagus, constructed of drift-wood, cleverly mortised together and held by nails made of walrus bone. The mummies were those of a chieftain; his hunter who was seen on the long journey with him to provide game for his food; a seamstress who had sewed equipment for repairing the chieftain's garments, and a child believed to show the chief's love of children. Beside the body of the hunter, were the stone hatchets and harpoons of his craft. The mummies were splendidly preserved and showed every indication that the people of the Atlantic coast, from which these "Stone Age" men were believed to have come used methods of preservation similar to those of the Ancient Egyptians in preserving the bodies of their Pharaohs. The first mummies, including the trunkless head of the hunter, which shows here in the hands of Harold McCracken, leader of the Expedition, that will be placed in the American Museum together with the important groups of mammalia and birds of the Arctic waters which the party secured during their expedition.

Photographs show the members of the party on their arrival at Esauventure Station. Montreal the mummified head of the hunter brought back by Mr. McCracken, and a young seamstress of the party and the only Canadian mummy which is known to have ever sailed Arctic waters, enjoying a look-out from the cab of the Canadian National Railway locomotive which handled their train late Montreal. —Canadian National Railway photographs.

Did You Ever Stop To Think

That the town that fails to encourage the business concerns it now has will fall way behind in the March of Progress.

That when business concerns fail to use every effort to increase their business in the home town and its trade territory, they are holding back its progress.

That merchants should show the people of their community by NEWSPAPER ADVERTISING that they can supply their every want.

That people appreciate the true merit of the home town as a trading centre when the local concerns take interest enough to tell them what they have through the recognized shoppers' guide—THE NEWSPAPERS.

That newspaper ads. draw shoppers from other localities. Shoppers do not come to town to buy just one article, they usually buy many articles.

That out-of-town shoppers, as well as the local shopper, should receive prompt and strict attention.

Advertising, Service, Quality and Price are the Big Attractions that Bring Them to Trade

John McDonald
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Georgetown

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In all Sizes

Automatically Screened and Loaded.

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Saleable Lump for Domestic and Threshing purposes. Smithing and Cannel Coal. In fact everything to be found in a first-class Coal and Wood Yard.

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