

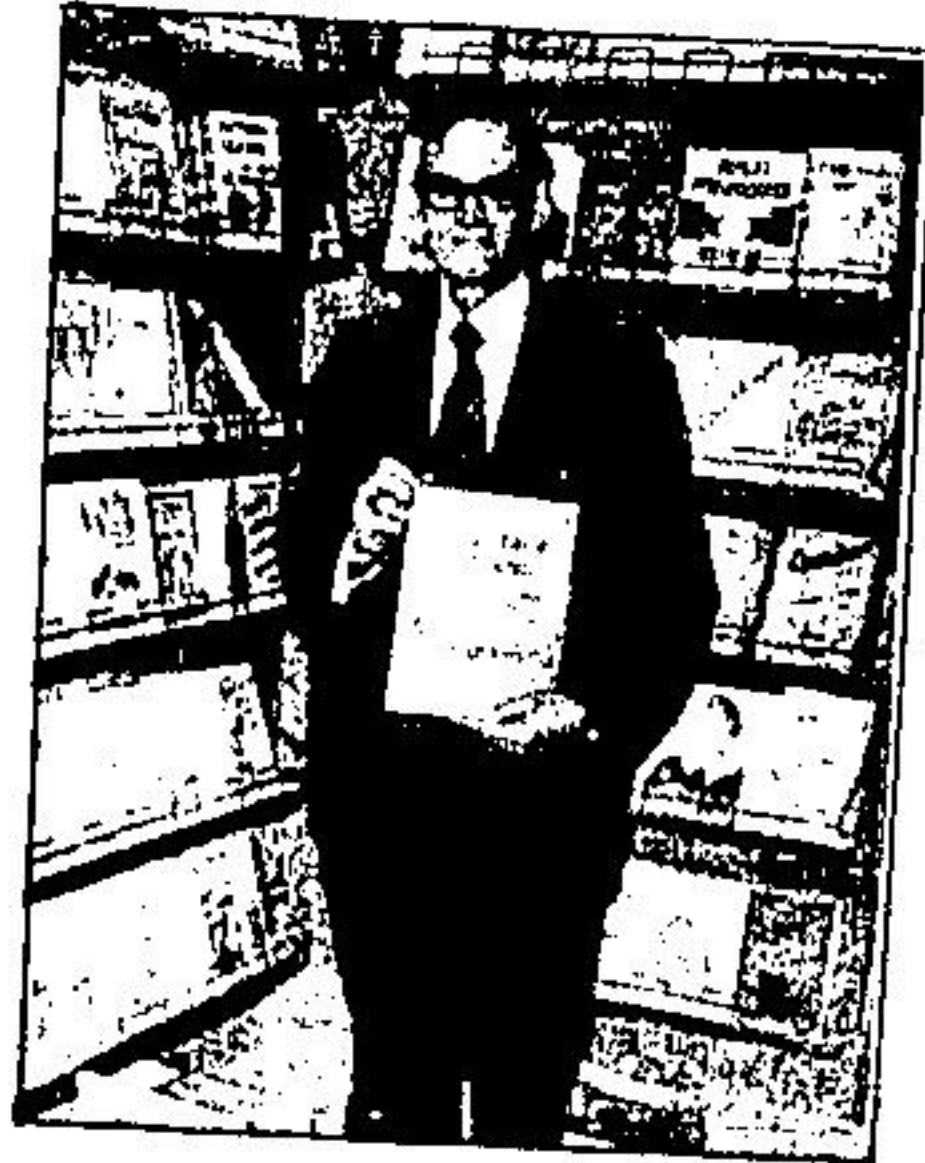
# A Publishing Legend — Alive and Well in Cobalt

Just what is a thriving bookshop and rapidly-growing publishing business doing nestled in this sparsely-populated section of Northeastern Ontario?

Very well, thank you. And to elaborate, Highway Bookshop proprietor, Doug Pollard, will tell you that the bookshop has "well over 100,000 books" in stock, as well as a special section of books published right at the bookshop.

These facts will be even more impressive when one realizes just how the Highway Bookshop at Cobalt came into being. Doug Pollard was born and raised in Northern Ontario, and except for a brief period working in Montreal and Toronto, has spent most of his life here.

The story, which has become a legend in this neck of the woods goes like this: In 1957, Doug purchased printing equipment from a defunct weekly newspaper and began taking orders for job printing. He kept a basket of pocket books at the shop to keep his customers occupied while they waited for their orders to be filled.



Eventually, some of the customers began trading their pocket books with the stock Doug kept. This soon blossomed and it wasn't long before people were travelling long distances to trade books with Doug.

When the business began to mushroom, Doug built the present main building to house the hundreds of books arriving daily. He was in an ideal location for expansion, as he owned 40 acres of land a stone's throw from busy Highway 11 bypass. Cobalt is four miles southeast.

In time, he began stocking new books, also.

Commenting on the book-trading business, Doug said, "there are still loads of people coming in to trade books these days but the majority of business is done with paperbacks rather than hardcovers."

Now as a publisher of many books, he gives preference to Northern Ontario authors and most of the books published to date are writers from this area.

But—the Highway Bookshop is still a grand place to browse away a rainy afternoon!

## IROQUOIS FALLS

Iroquois Falls is situated a few miles south of the 49th Parallel in Northeastern Ontario on Highway 67, about 40 miles northeast from Timmins and 30 miles south of Cochrane, with a great deal of recreation and lake area in a beautiful pine tree setting.

The town boasts of many tourist and recreational amenities, such as excellent swimming, fishing and hunting, as well as a 9-hole golf course, a lighted ball field and arena and curling complex, a newly-constructed double tennis court, and of course, the Pulp and Paper Path Tour, which combines a lumber camp meal and view of logging operations, with a tour through the giant Abitibi Paper Mill. There are also many beautiful and relaxing parks and playgrounds in Iroquois Falls.

Visitors and vacationers will find a church of their denomination and adequate shopping facilities in this attractive little Northern town.

A great place to go to forget it all and really enjoy a vacation!



Iroquois Falls — A hunter's Paradise

## KAPUSKASING



Spruce Falls Paper Mill as it appears from city centre, Kapuskasing.

Kapuskasing is a thriving community of 13,000 making it the largest centre in the James Bay frontier area. "Kap" is the nickname the city goes by in the north, and it's a town that treats its visitors warmly.

Kapuskasing boasts an elaborate recreation program, including summer and winter activities for all ages.

For the family, there's the public museum. A collection of pioneer and railway artifacts, dating to the late 19th and early 20th centuries is displayed inside old railway coaches at the CNR station. Recently, they added a caboose, which can be used as a reading room or a research centre.

Visitors to Kap and district are able to enjoy the most extensive shopping to be found in the area, comparing favourably with larger centres in the southern portions of the province.

Kapuskasing — the town that has something for every member of the vacation party — all outdoor activities and all the modern conveniences — "Kap" should be number one on your list of places to visit while in the north!