

DEAN HOWE SAYS FOREST PROTECTION BIG ISSUE

More Important Than Tariffs or Even the Smuggling Evil, He Thinks

Dean Howe, of the Faculty of Forestry of the University of Toronto believes that the protection of the forests is more important than tariffs or other issues. He wants to have protection of the forests right in politics—a regular issue. Of course, he knows, or should know that this is a question on which there seems to be only one side that can properly be taken. Who would dare advocate against the preservation of this form of Canadian wealth. It is, perhaps because the matter is so clear and beyond doubt, that all parties, accepting the theory, neglect any practice. About the only thing that militates against a definite and determined policy on forest protection is the general indifference to this important matter. Argue that the question is important and the forests should be conserved, and everybody will agree, and then turn to more debatable issues.

Dean Howe, however, is on more uncertain ground when he suggests that forest preservation is more important than the smuggling evil. Without honesty in the public service and among the people generally there will be no particular value in the conservation of any form of natural wealth. It will simply mean that there are so much richer chests for the robbers to loot. First of all there must be honesty. But the importance of the forests can scarcely be over-estimated, and the amount of wrongdoing in public life is comparatively small, after all.

In a recent issue, The Toronto Globe editorially discusses the points raised by Dean Howe. The Globe says:—

"If Dean Howe of the Faculty of Forestry of the University of Toronto is correct in his estimate that 3,000,000 acres of Canadian forest are destroyed annually by fire, forest preservation should constitute one of the major planks in the platform of each political party. It is an appalling loss which the public does not appreciate, but which, in the opinion of Dr. Howe, should outweigh in public importance either the tariff or the smuggling evil. 'Why,' he asks, 'spend so much time and energy in discussing tariffs when the second largest foundation of our industries is burning beneath them? Does it matter much who is Prime Minister, so long as we continue to lay waste our forest wealth at the rate of 3,000,000 acres a year? No one man under such conditions can prevent the paralysis of industry and the depopulation of lumbering communities that inevitably follow in the wake of forest devastation.'"

"Figures prepared by the Dominion Bureau of Statistics, in collaboration with the Forestry Branch of the Department of the Interior, place the yearly loss of merchantable timber through fire during the last five years at 723,250 acres. Assuming a low estimate of 5,000 feet, board measure, per acre, the amount of timber thus destroyed annually is placed at 3,616,250,000 feet, board measure. The export of timber during 1923 is given as 143,105,000 feet, board measure, with a value of \$4,037,030. On this basis the annual loss, at the Forestry Branch's estimate, would exceed \$100,000,000 in exportable value. But in addition to this there were over 800,000 acres of young growth and 500,000 acres of cut-over land burned over, on which the increment of about thirty years was destroyed. This makes a total of about 2,000,000 acres, or two-thirds of Dean Howe's estimate, but still a loss sufficiently huge to be startling."

"I gather from reading the papers," says the Dean, "that protection is an important issue in politics, and I submit that protection from forest fires should be a paramount issue." If this important natural resource is suffering to the extent of \$100,000,000 to \$200,000,000 yearly through sheer indifference, it is time it became a paramount issue."

IMPORTANT DECISION IN REGARD TO TRADE NAMES.

Recently Mr. Justice Ducloux granted an interlocutory injunction in favour of Kraft-MacLaren Cheese Co. Ltd., against Theodore Provost, ordering him to cease from selling, advertising, offering for sale, or in any way trafficking in cheese under the name "Kraft-Cheese," or as the product of the Kraft-MacLaren Cheese Co., Ltd. cheese not made by that Company; and further ordering him not to sell cheese packed and made up so as to resemble Kraft-MacLaren Cheese Co., Ltd.'s cheese, or packed or made up in any manner so as to create confusion in the mind of a customer, with the petitioner's product. The whole with costs against the respondent.

The decision is of much wider importance than may at first appear. Not only is it of imperative importance to the Kraft-MacLaren Co., who would otherwise lose all the value of their initiative, enterprise and advertising, but it is also of very special importance to all newspapers. If it were possible for other concerns to sit back and reap the advantage of the advertising of superior products, the newspaper would soon lose its revenue. Unless protection is given to trade names, trade marks, etc., the handicap to effective advertising is very serious indeed.

To the general public the matter is of equally vital importance. Firms that build up a reputation for a trade name or trade mark do so by quality and merit alone. The very use of a trade name or trade mark urges the holder to make the product the very best. It is this idea of worth and value that makes the use of trade names and trade marks popular. If it were possible to allow any or all to use the trade name or trade mark, the public would have no protection against inferior articles. In this matter, as in many others, it is the public that is the chief sufferer from any unfairness. Accordingly the decision referred to above should meet with general approval.

The decision quoted gives needed protection to all firms that by quality of goods, good advertising and other good business methods win a name of value.

The Kraft-MacLaren Cheese Company, Ltd.'s petition set up that Kraft Cheese was their Trade Mark, the cheese having been first put out in this form by the company's president, Mr. J. L. Kraft.

The petition further resited that Kraft Cheese was cheese got out by the petitioner's company in special loaf form, protected by pasteurizing and tinfoil, with rind or skin, thereby making it possible to keep the cheese in a uniformly moist condition without deterioration from mould or otherwise, and to save the waste which is inevitable with the use of the cheese protected by rind, and also affording many other important advantages over the old method of manufacture, this all being a patented process.

The petition further recited that persons have asked for Kraft Cheese at the respondent's and were given cheese of another make and it appears that this form of substitution was happening with frequency. The petition was accompanied by a number of affidavits and resulted in judgment referred to.

Parker: "Do you believe there is any luck in carrying a rabbit's foot?"

Click: "I'll say I do; my wife started to go through my pockets the other night and thought she had

Hubby: "I miss the old cuspidor since its gone." "Wife: "You missed it before—that's why it's gone."—Ottawa Journal.

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NORTH BAY DID NOT KNOW WHAT TO DO WITH PORCUPINE

The following from The North Bay Nugget last week will be of general interest:—

"A porcupine wandered far afield on Sunday last and finally chose the spacious grounds surrounding St. Joseph's Academy as a haven. Holding undisputed possession of his new land, the little animal roamed the lawn and poked his inquisitive nose in every nook and corner of the premises. Coming upon an enclosed stairway leading into the basement of the main building he ventured to the depth of the enclosure, the top doors were slammed shut and he was prisoner. The police were then advised of the invasion, and asked to remove the visitor from the premises.

"Deputy Chief Dennis and Fire Chief Brady responded and on opening the stairway doors found Mr. Porcupine huddled in one corner of the enclosure. A few prods with a stick brought the little animal to the open and a clout on the head stunned him so that he could be handled without danger. A wire noose was slipped on to the neck and with a little caution he was placed on the running board of the car and transferred to the city hall.

"Recalling what tasty meals are provided in the bush with porcupine flesh occupying the place of honor on the menu, Fire Chief Brady offered the suggestion that their catch be prepared for the boiling pot but Deputy Chief Dennis judged his ordinary fare about good enough. Not caring to dine alone, Fire Chief Brady was compelled to watch as the tasty morsel was rendered useless by revolver shots."

The latest story on the Scotchman is about a golden wedding. The Cornishman went to the golden wedding, taking a couple of gold knives for a present. The Irishman took a couple of spoons. The Scotchman took a couple of gold fish.

MILL OF TONOPAH-CANADIAN MODERN AND EFFICIENT

Writing from Gowganda last week Mr. J. A. McRae says:—

"The mill now nearing completion on the property of Tonopah-Canadian Mines is one of the most modern of its kind in existence. The plant has been designed by James Denny, mill superintendent to McIntyre-Porcupine, and formerly of the Nipissing Company. Mr. Denny has long since been regarded as one of the more outstanding metallurgists of this country.

"The mill on Tonopah-Canadian is the acme of simplicity. Construction did not commence until very late in the Spring, and it is intended that the plant will be ready for operation before another month. Approximately \$55,000 has been paid out for machinery and equipment, and the plant will handle from 75 to 100 tons of ore daily. At a later date it is believed the cyanidation process may be added.

"Income at the rate of at least \$50,000 a month is assured, and with likelihood of this being increased to around \$75,000 by the beginning of the new year."

"When the successful business man goes fishing with the village loafer, which catches the most fish?" asks The Ottawa Journal.

Zalek Vertlieb writing in the Wabewawa column of The New Liskeard Speaker says: "I know plenty of folks, who are so contrary that if they should fall into the river, they would insist upon floating up stream."

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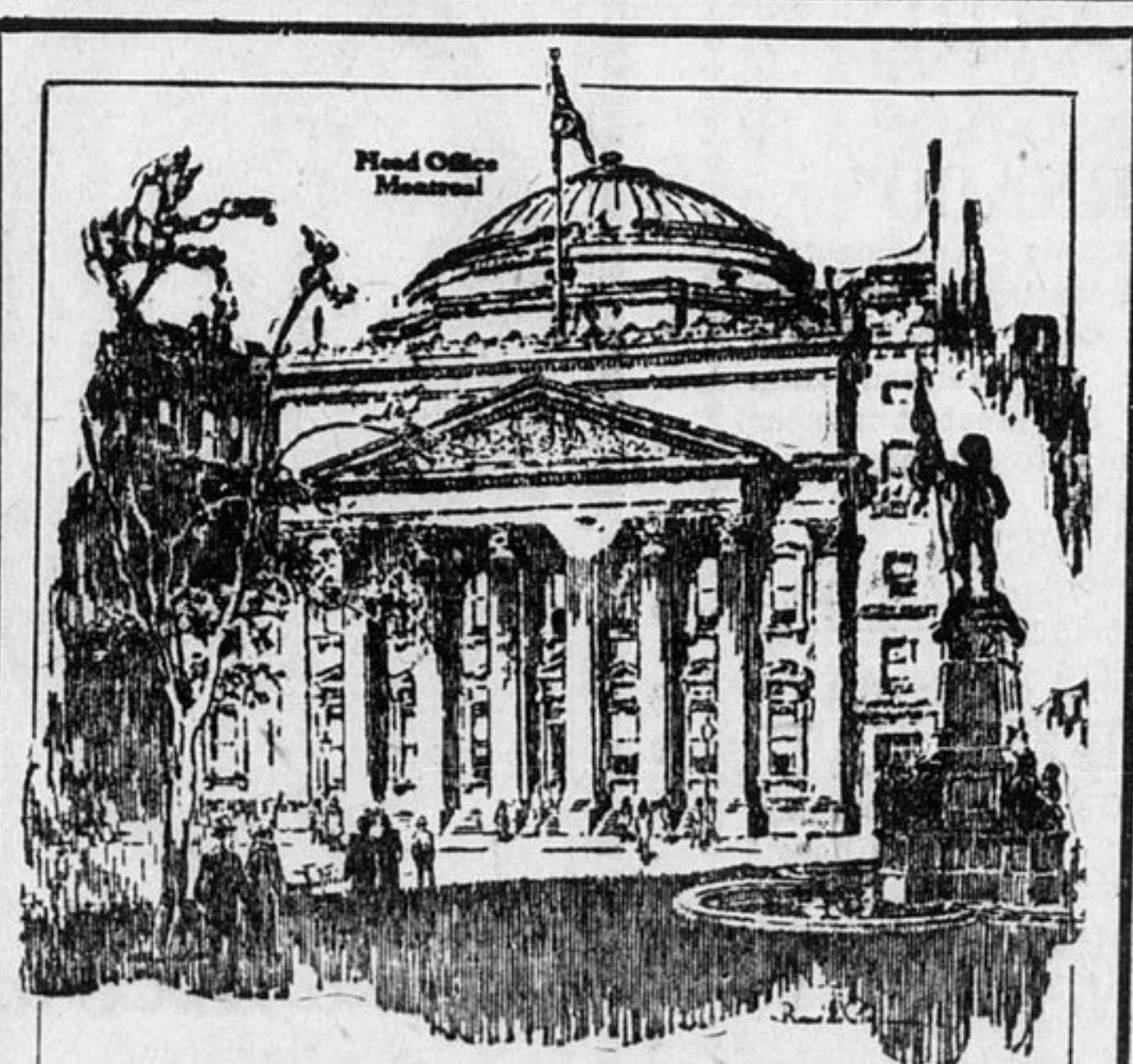
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CANADA IN SECOND PLACE IN WORLD FOR TELEPHONES

Several times comparisons have been made between the number of telephones in use and the number of automobiles. There seems to be more or less of an even break between these two specially modern necessities. For a long time in the Porcupine Camp the number of phones seemed to keep pace with the growth of automobiles, but recently the automobiles appear to be increasing even more rapidly than the phones. Elsewhere in this issue reference is made to the number of automobiles in use in the world. In this connection the standing of Canada in regard to telephones may also be of interest.

According to recent statistics Canada, with 11.6 telephones to every hundred of her population takes second place among the countries of the world to the United States which has 14.2 telephones to every hundred people. Following come Denmark 9; New Zealand 8.7; Sweden 6.9; and Norway 6.1. In Great Britain there are only 2.8 phones to each hundred of the population and in France 1.7.

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