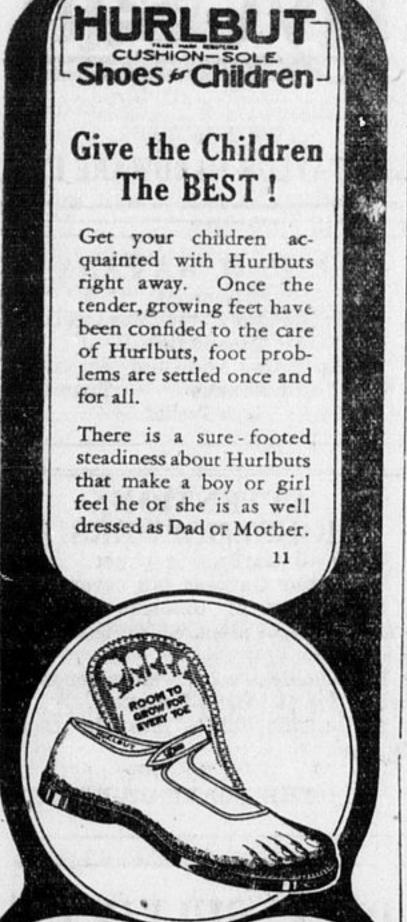
You Know This!

Anyone can sell poorer tea cheaper.

RED CROSS OUTPOSTS

Settlers in Outlying Districts Giving Generously to Province-wide Campaign for Funds for Peace-Time Work of Society

One of the most encouraging indications that the Red Cross is a vital are working to raise money to help the



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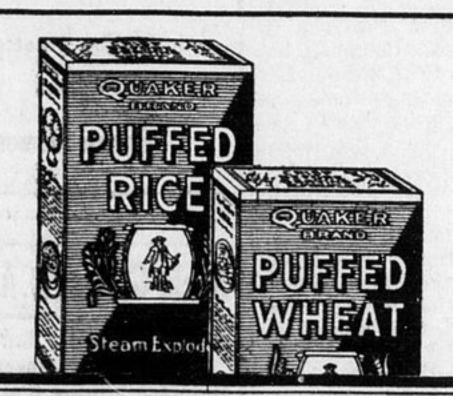
Buy Hollinger Quality-It Pays

SUPPORTING CAMPAIGN was the first community in Ontario adopted for conservation, it will be taking part in the National Campaign, only a year or two before fish and Connaught, when Governor General little village of Apsley has reached The big need in this immediate dis- in the conservation of Canadian birds, and immensely important factor in village lurched in over the bumpy and game and birds in this district- It is impossible to even approxithe communities in which it strives to roads, bringing settlers and their the Porcupine Rod and Gun Club. mately estimate the value of our wild be of particular service, is the manner families to share in the Red Cross This organization is doing excellent animal life in dollars and cents, but it in which the small settlements in the festivities and visit the Red Cross work in many ways, and with a per- is well to remember that moose, for isolated parts of Ontario, where Out- Outpost which had just been officially manent game warden for the district, example, not only furnishes our Inpost Hospitals have been established, opened. Loring also proved its in- could do till more in the interests of dians of the northern woods with terest in its local Outpost by raising wild life. a nice sum of money through various activities.

Another source of support has been the County Councils of Ontario. Many are still to be heard from, but the results to date indicate that they are familiar with the work of the Red Cross in this Province, and that it meets with their approval. County of Bruce and the County of Kent contributed \$200 each. County of Haldimand gave \$100.00, while the County of Ontario made a donation of \$25.00. Private campaigns are also taking place in several sections of the Province, and money has been received in several instances from clergymen, who through a request made for moral support of the campaign, went even farther and collected funds from citizens sympathetic to the cause, who otherwise would not have been reached. The Womens' Institutes have also been generous contributors. Thorold and Seaforth have held successful campaigns, and many other centres are still to be reported.

The end of the campaign will indidicate how far the knowledge of the peace-time work of the Red Cross has penetrated the hearts and minds of our people, for as has been truthfully said, to realize the extent of the activities in which the Red Cross is Ontario is engaged is to enlist an enthusiastic sympathy in its welfare and continuation.

The next regular meeting of the town council is scheduled for Monday afternoon, July 11th, commencing at 4 p.m.

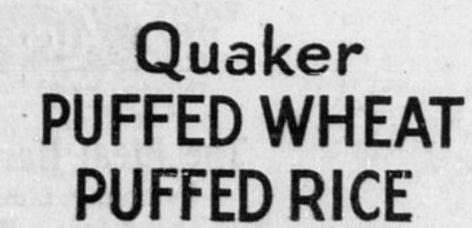


On Warm Days you long for Simple Foods

When hot weather weakens the digestive system, you long for simple foods which are easily assimilated. But few simple foods are attractive to the appetite.

As a change from commonplace foods, try Quaker Puffed Wheat or Quaker Puffed Rice. They are just whole grains, but their nutlike flavour is enhanced by the puffing process. Thoroughly cooked, and made easily digestible because every food cell has been broken down.

Serve with fruit, fresh or cooked, on ice cream, or with whole milk or cream. At any meal or between meals when the appetite fancies light refreshment.



Conservation of Canadian Wild Life is Very Essential

Danger of Allowing the Destruction of Birds and Game. Wild Life Valuable for Food and Fur. Birds Conquer the Insect Pests. "No Species of Animal Should be Destroyed at a Greater Rate than It Can be Increased."

consideration to the problems revolv- economy. ing about the conservation of wild Here are some of our very useful life. Once this country fairly teem- feathered friends; For the protection ed with game and the waters were of trees and foliage-warbber, chickacause in the present campaign. Wil- ent in this year of the Diamond Ju- insect destroyers-whippoorwill, swalberforce, where the first Red Cross bilee of the Confederation of Canada lows and crows. Destroyers of rod-Outpost in Ontario was established, that unless measures and means are ents-owls and hawks. to report its objective reached. The game will be practically unknown. of Canada, took a very real interest and gone over its objective of five trict at present is a game warden with and personally saw that nesting boxes hundred dollars. Aspley held a Red the authority of the Government and were distributed through the grounds Cross tag day-it hung Red Cross devoting all his time and attention to of Government House similar to those pennants down its one main road, it seeing that the laws designed for the used by the Ottawa Improvement put up booths and sold homemade conservation of wild life are enforc- Commission in Rockcliffe Park and cooking for the cause, more motors ed. There is an active agency at the Dominion Government at the Cencars than had ever been seen in the present at work in the interests of fish tral Experimental Farm.

> cupine area applies with varying force limit of the last century has been reto all other parts of Canada. Accord- duced from millions to practical exingly, it is not surprising that the termination, total extermination in National Committee for the Celebra- fact if it had not been for the exceltion of the Diamond Jubilee of Con- lent wild animal conservation accomfederation should pay special atten- plished by the Dominion Parks tion to the question of the "Conserva- Branch of the Department of the Intion of Canadian Wild Life." An terior. articles by the committee quotes as follows from the Sportsman's Code for being proud of their national

> not ours to do with as we please. The absolute preserves for wild life; huntoriginal stock is given to us in trust ing being totally prohibited within for the benefit both of the present and their borders, and fishing allowed only the future. We must render an ac- under strict regulations. Banff is counting of this trust to those who especially an ideal spot for the anicome after us."

> could give the essential reasons for mated by competent authorities that the annual loss to Canadian agriculture through insect depredations is than it can increase." \$125,000,000 annually, and it is well known that birds are the chief natural factors which tend to keep insects in check; in fact if these injurious insects were to increase without any natural control there would be practically no vegetation on this continent priceless asset that "Wild Life Conin a very short time so it is quite obvi- servation" is to our country.

For years past The Advance has jous that the protection of our birds been advocating greater attention and is essental from the point of national

well stocked with fish. It is appar- dee, phoebe, downy woodpecker, aerial

meat but provides them with clothing The situation as regards the Por- as well. The buffalo within the

Canadians have excellent reasons parks, which comprise a total area of "The wild animal life of to-day is nearly 9,000 square miles, and are mal lover, as excellent natural pad-Then it is pointed out that while docks have been constructed in this a great many Canadian citizens have vicinity where buffalo, wapiti, mounheard about the conservation of wild tain sheep, goat and deer are confined life, but probably only a few of them for those who wish to see these animals in ideal surroundings. An exthis conservation. It has been esti- cellent motto for every hunter and sportsman is:--"No species of animal should be destroyed at a greater rate

One of the most encouraging signs at present is the increasing number of nature books being published, and it is thought that our future citizens will realize more fully each year the

PEOPLE OF KINGSTON, ONT., TOLD OF THE GREAT NORTH

Mr. R. LeHeup Revisits Limestone City After Absence of Thirtysix Years.

Mr. R. LeHeup, Local Superintendent of the District of Cochrane Children's Aid Society, last week took fire, such as the withdrawal of the fire six children from Timmins to the con- rangers and indiscriminate burning of vent at Kingston, Ont., where they will remain during the time their mother is at Muskoka hospital for treatment. While in Kingston, Mr. LeHeup took occasion to visit his brother whom he had not seen for many years. He also took occasion to say a few good words for the North Land, as will be noted by the following article from The Kingston Whig Standard:-

"R. LeHeup visited Kingston on Tuesday for the first time in thirtysix years for the purpose of seeing his brother H. J. LeHeup who is a resident of the city.

"The father of these two men formerly conducted a jewellery store on Brock street in this city. Mr. R. LeHeup is now living at Timmins and is employed by the provincial government under the department of neglected children. He has been living in the north for twenty-four years and was mayor of Haileybury in 1922 when the town was burned in the conflagration which swept several Northern Ontario towns.

"He declares that having lived in the north he would not wish to live in any other part of the Dominion. "You find that the people in the frontier towns are different," he said. Jones, who has five claims staked 'Probably that is the reason you find there, got three ore assays running them in frontier towns. There is no \$18, \$27 and \$64 to the ton, respecclass distinction and there is the tively. The fc mation is a schist-porgreatest co-operation among all the

"There is to be a Northern Ontario Day at the Canadian National Exhibition this year, Mr. LeHeup told The Whig-Standard and a cavalcade of 100 cars is to leave Timmins and travel to Toronto by the new trunk road which will be opened late in August.

loud in the praise of that section and ruling of the town council on Monday declared that he could not under- night, and the Northern Billboard stand any young man leaving Canada, Agency's newly erected signs on Stafor the United States when the north | tion St. must be dismantled. Authoroffered such wonderful opportunities. ity to order their removal was given "If a young man can keep his head to Building Inspector Miron by the he can succeed in the north," Mr. council. To quote a phrase of Mayor LeHeup declared.

is now a flourishing industry. The rences of this nature."

clay belt produces particularly fine root crops. Mr. LeHeup does not believe that Canada's potentialities in mining and other lines have been exploited to any where near the extent they

"When asked about the disastrous fire which swept the north five years ago and the possibility of the recurrence of such a fire, Mr. LeHeup said that there were very exceptional circumstances in connection with that scrub brush which are not likely to ever recur. The fire patrol system had been greatly improved and while he could not say that the government had done everything possible to prevent fires the service was much more efficient than in 1922."

PROPHESIED GOLD CAMP FOR SUDBURY TEN YEARS AGO

In view of recent mineral discoveries in the Sudbury district and the interest accordingly aroused there, it may be worth while to reproduce a paragraph from an issue of The Advance of July 4th, 1917. That issue said-"Mount Sincvlair in the Sudbury mining district is claimed by one of the old prospectors in the Porcupine to be a coming mining camp. There is fine gold in the vicinity, he says. Another old-timer (since passed to another golden land) quotes Mount Sinclair as rich in high-grade asbestos. In regard to the gold prospects, the latter old-timer says that northwest of Mount Sinclair in the Moose Lake district there is the finest gold formation in Canada, but for some reason or another properties there have always fizzled out. Two years ago still another old-timer, John phyry contact, and there is a regular network of veins."

SUDBURY OBJECTS TO BILLBOARDS IN THAT TOWN

A recent issue of The Sudbury Star

has the following paragraph.-"Billboards in sections of the Town of Sudbury, designated as residental, "The visitor from the north was are entirely taboo, accordingly to a Samson, they are not "a thing of "Northern towns depend to a con- beauty" nor "a joy forever." It is siderable extent on the mines, he said, the intention of council to pass bybut the soil is excellent and farming laws to guard against future occur-

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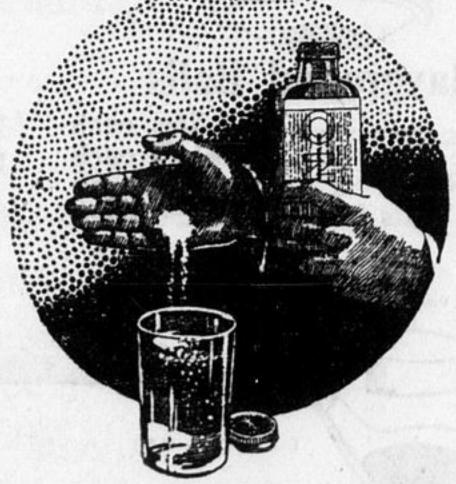
The majestic Canadian Rockies

You will also be given two enthralling automobile trips of about 150 miles through the mountains, and enchanting steamer trio through Kootenay Lake; across Puget Sound between Vancouver and Victoria and conclude the tour by two days restful voyage on the Great Lakes from Fort William to Port McNicoll.

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