

WANT A PLACE ON THE MAP

Attention the Oversights Made in Maps and Recent Literature by Governments and Others.

been published by the Government and maps at present. In the "fixing-up" the North to attention, and many of made in such a way that it is about insult, as some will consider it? the maps and other literature issued unreadable. New Liskeard is ano-

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TOWNS OF THE NORTH LAND have come in for serious critism. It is very apparent that crusaders and the ignorance of the affairs of the country was published in The Star in the south. Even the Government advertently neglected to print New New Liskeard Brings Specially to maps and literature are not always Liskeard. The omission of so imporbeyound reproach. The Falls and Tim- tant a point on the road requires cormins recently have had cause for com- rection and the map is here repeated plaint in regard to omissions made on with New Liskeard in its place bemaps issued. Some maps issued had tween Haileybury and Englehart. Crusade has also roused the people of was a victim, the correction being ther town that has suffered recently publications issued recently. New Liskeard Speaker deals with the matter very effectively and with restraint. The Speaker says:-

proud of thir home-town are annoyed when such a town is snubbed or slighted. At a meeting of a score of citizens assembled in the Public Library Hall last week to consider whether or not New Liskeard should have a "float" in the crusaders' procession to Toronto this week, some one referred to the necssity of doing something to bring the town into prominence owing to the slight of the Toronto Star Weekly's map-maker in leaving New Liskeard off his map. Then one of those present drew from his pocket a clipping of an advertisement of the "Canadian Coach Tours" as it appears in the Mail and Empire. In this advertisement tourists are invited to:- "Enjoy the thrill of a coach ride through North Bay, Tema-

gami, Cobalt, Haileybury, Englehart, ards and toads, and these prevent the HIGH-GRADE SAMPLES Charlton and Kirkland Lake. "It was quite right for the adver- country. Scientists agree that if all

pany; and National Grocers.

"New Liskeard is so well-known by the leading business concerns of Ontario and Quebec that it is hard to conceive how men can refer to places of interest in Temiskaming without mentioning this town. Why, it would be as easy to think of a Simcoe without a Barrie, or a County of Renfrew with out a town of the same name in it as a Temiskaming without a

New Liskeard. "Mr. Macdonald, Town Clerk, drew the Weekly Star publishers attention to the mistake made in leaving New Liskeard off their map of the Ferguson highway, and in the last issue of of the Weekly Star a corrected map is published, and the following explanation given:-When this map of the other means are necessary to relieve new Ferguson highway to the North North Land that very evidently exists Weekly last Saturday the artist in-

to be "fixed up" because in the first | "Since the foregoing was placed in ADVANCE GUARD OF MOTOR Recently the Northern Ontario place both Timmins and Iroquois Falls hype we learn from a citizen who has Motor Crusade to Toronto has stirred were omitted from this official map. returned from Toronto that New Lisup great interest and activity in the If Timmins and Iroquois Falls were keard citizens have again been humisouth in regard to this North Land. actually to be wiped off the map, liated-humiliated in the "house of "Dr. A. S. and Mrs. Porter and Literature dealing with the North and this part of the north would not find their friends''-for we are told that Misses Roma and Dorothy and Garth maps of one kind and another have it worth while to bother about many this town has been left off the large motored from Timmins on Sunday, map of Northern Ontario which hangs arriving in Powassan about 10 p.m. others. The publicity through the of the map in question Timmins still in the Agricultural Building. And They made the long trip of 320 miles who is responsible for this slight, or or more over the new highway in one

"The officials of the Department The doctor and his family are of the ought to know that the Ontario Gov- advance guard of the Northern crufrom errors and emissions on the ernment farm is at New Liskeard that sade en route to the Canadian Nathe office of the Department for Nor- tional, and they left the following thern Ontario, is and has been for morning for Toronto after spending twenty years, in New Liskeard; and the night with Dr. Porter's brother that the Crown Lands office for the here. They purpose spending a few "Citizens who are loyal to and district has been here for 34 years days with Powassan friends on their and that the office of the Northern return." Development Branch is also here.

"In the case of the Daily Star the mistake was promptly rectified, but in the case of the mistake here referred to officials will find it difficult to offer an acceptable apology. Some one deserves to be severely reprimanded."

TO WELFARE OF COUNTRY

Without Forests Floods Do Damage. Birds Depart, and Insect Pests Flourish

There are people who have not given much thought to the matter, who have the idea that re-forestation and other forestry problems are matters for lumbermen, paper mills, and so on, to worry about. Their idea is that the common man is not concerned. If they would read "Canadian Forest and Outdoors," the official journal of the Canadian Forestry Association, they would appreciate the fact that it is a most uncommon man, indeed, who is not vitally concerned with forestry problems. Every issue of "Canadian Forest and Outdoors' shows some way, not perhaps thought of by the average man before, wherein the conservation of the forests is of direct and pressing importance to every man, woman and child in the coun-

For example, there is the matter of floods. Perhaps, a flood would not generally be credited with having any direct connection with forest destruction, yet such is actually the ease. There were, of course, far-seeing people who made this plain at the time the Mississippi floods were being discussed so seriously. "Look after your forests," these wise people said, "and the occasion for dams and levees and whatnot will not be so pressing. The Canadian Forest and Outdoors recently put the situation in a paragraph: "What mortal mind can conceive the ocean of water stored up in the roots, trunks and leafage of millions of trees! But we have cut down and laid waste our forests. And so the rivers are choked with freshets that the dikes are futile to control. Truly, the task is not the building of levees, but the growing of forests on the lands that now lie waste. The storage of water in growing forests and in public reservoirs would rescue the farmers from the servitude of flood and drought, enhancing their revenues and adding value to their lands and chattels." That paragraph shows how vitally interested the farmer must be in forest conservation and in re-forestation.

There is another place that the farmer finds the value of the forests. During heavy rains the forests prevent the washing away of the soluble salts which farmers term "fertility." In the time of droughts, the forests prove to be regular sponges that store up the moisture necessary to keep crops healthy. Forests temper the frosts, and in summer shade the ground from the more intense rays of the sun, thus helping to keep alive certain bacteria which make plant food. The forests harbour birds, liz-

insect pests from overrunning the tisers to mention the names of these the birds were killed off or were to places, but why boycott New Liskeard, leave the country, the insect pests the oldest and in many respects the would become so numerous that they most important town in Temiskaming would eat all crops and human life

"The following corporations have would be starved off the earth in a News. their head offices in New Liskeard: few years. There is a saying that Canada Northern Power Corporation, toads are worth \$24 each because of Limited, and subsidiary companies; the service they give as insect killers Hill-Clark-Francis, Limited; The in gardens and fields. At night they Wabi Iron Works, Limited, Temiska- work devouring cutworms and beetles ming Telephone Company; The Shep- which hide during the day. Birds herdson Manufacturing Company, and carry on the insect war during the the Orser Pea and Fruit Canning Com- day and the toads by night. When the trees all are gone, the birds and to see decorum in his court. Decorum

toads will be no longer in the country. Without a recurring supply from knees .- Ed. Howe's Magazine. the forests there can be no newspapers. Literally, hundreds of arti- time, but after a while the children cles in daily use are made from wood are old enough to make it even worse. from the forests. The houses in -Milwaukee Journal. which men live, the ties they wear, and scores of other necessaries of lie, you've said that awful word modern life depend upon the re- again. Go upstairs and wash out

a short-sighted foolishness if the Courier-Journal. country allows the forests to be burned off, cut off, or destroyed by pests of any kind. The average man for every fair reason should take a keen interest in forest conservation and forest replacement.

HE DREW THE LINE WHEN HE WAS PLAYING GOLF

He-"Weil, I have taken up golf." She-"Do you play with 'knick-

He-"I should say not-only white people!"-Swiped.

CRUSADE TO TORONTO

The Powassan News last week says day, which is remarkably good going.

FROM RUN OF THE PRESS

A mother was singing her baby to sleep. "If I were a baby," said the baby's brother, aged six, "I'd pretend to be asleep."-Indianapolis

Small talk form quite a percentage of the conversation in polite society. Yes, they discuss ladies' clothes a lot. Border Cities Star.

A judge the other day halted his court until a woman present rolled up her stockings. That judge likes is not another name for woman's

Life is not what we make it for a

Mother (to her small son): "Wilsources of the forests. It will show your mouth with gin.-Louisville

The Mississippi has caused almost every calamity except a special session of Congress.-Dallas News.

Arch. Gillies, B.A.Sc., O.L.S.

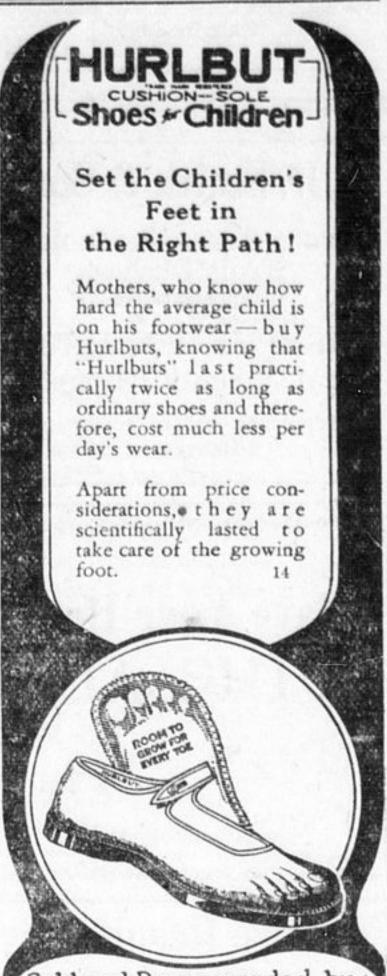
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Have YOU a Lunch Counter Husband?

TOST lunch-counter husbands are men who IVI hate to upset home routine by being late for dinner. So when they're delayed at the office or stay overtime at the golf club they eat downtown.

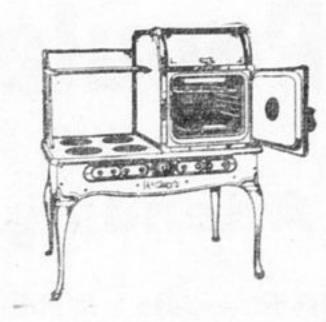
But today such consideration is unnecessary. The up-to-date housewife serves her family meals at the regular time, while the latecomer's meal is kept piping-hot in McClary's

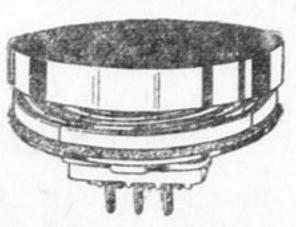
No danger of over-cooking. No scorching. He sits down to a real, home-cooked meal in the pleasant surroundings of his own family. The "stored heat" principle of McClary's Hermetite enables you to keep his dinner temptingly hot without using any more current. The door closes so tight that it makes the oven almost hermetically sealed—only a minimum of heat can escape.

Decide NOW to save the money he spends at lunch counters-to enjoy more leisure-to eliminate drudgery. McClary's all-white, porcelain-enameled electric range will bring to your kitchen economy, beauty, utility and sanitation such as you have never before experienced.

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McClarys Electric Range





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