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NORTH LAND THE MAIN HOPE OF ONTARIO, SAYS MINISTER

Hon. Mr. Finlayson Makes Many Interesting Points in Address Last Week at Toronto. People in the North Will be Interested in This.

On various occasions when he has visited the North Land it has been impressed on Hon. Wm. Finlayson, Minister of Lands and Forests, that the North Land is the mainstay of the future of the whole province. As a corollary to this idea has been the suggestion that money well expended in this country will bring high returns. This latter thought has been particularly developed along the line that money spent here for such good works as roads for settlers will prove profitable indeed for all Ontario in the days to come. Sometimes, some people particularly interested in the North have been tempted to feel that perhaps the idea was not exactly getting across

to Hon. Mr. Finlayson. He was apparently enthusiastic about the Ferguson highway, but it did not appear that he was as wholeheartedly enthusiastic about a number of roads for settlers. There are signs, however, that perhaps Hon. Mr. Finlayson may have been misunderstood in this. For instance, he has secured from the Legislature ten million dollars for Northern Development work this year, which is double the usual appropriation. This looks like tackling a big problem in a big way. Next, may be mentioned an address given by Hon. Mr. Finlayson to the Board of Trade Club in Toronto last week. The theme of this address may be given as:—"The North Land is the main hope for Ontario's future." This is the sort of idea that has been repeatedly thrust at Hon. Mr. Finlayson on his visits to the North. There were many other points of interest to the address to the Toronto Board of Trade Club. Indeed there are so many points of interest about this particular address that The Advance is tempted to give herewith the review of the address as given in The Toronto Globe of Tuesday of last week:—

That "the days of adventure are not over in the North" was the statement made last night by Hon. William Finlayson, Minister of Lands and Forests, in an address before the Board of Trade Club.

Pointing out that the new wealth was coming down from the North, invigorating every industrial centre in the province, the speaker advised: "Keep your eyes on the North, because there lies the main hope for the future and further growth of Ontario."

"We have pretty well sold out our stock of land in Southern Ontario. There the agricultural counties are mostly going along in a steady and monotonous way—with the rural populations getting less, and the towns just holding their own. But in the new North there is new hope and new wealth, and an epic of development is being written there from year to year," Mr. Finlayson continued.

He made extended reference to the newly discovered lignite coal deposits, intimating that the Government appropriation in the development work commenced with \$10,000 some three years ago, was \$24,000 last year, and \$60,000 this year. He pointed out the Government policy in withdrawing all those lignite fields from "staking" for private enterprise, and foreshadowed "a possible recurrence, in that fuel direction, of our Hydro history from a public-utility standpoint."

The estimate of those "coal deposits" has increased from an original figure of 10,000,000 to a present estimate of 50,000,000 tons. In this connection the Minister stated: "We have sent a carload to Ottawa, and another to St. Catharines, and 10,000 pounds to the Ontario Research Foundation. The people we are competing with in this matter are those beyond our borders who are drawing such vast sums from out people for their fuel needs year after year."

A humorous note crept into the reference to the charter given to "the gentleman adventurers trading into Hudson's Bay," when Mr. Finlayson referred to the fact that, last summer the Governor of the company, in London, took down an ancient ledger in one of the vaults, and indicated an early entry covering the "investment of H.R.H. the Duke of York, afterward James II, as recorded in the books of the company. On the one side of that ledger was shown an investment of £250, and on the other side was a further entry of £250, with the notation: "Voted to his Grace by the board of directors, for his services in connection with the granting of the charter."

"Since the war," continued Mr. Finlayson, "that company has put more British capital into Canada than they took out in the 250 years of their operations prior to that time." Emphasis was laid on the mighty role played by "Scotsmen" in the history, administration and development of the company—and an audible flutter ran around the gathering at being informed that "the Prime Minister is usually a Scotsman in the Old Land; and one is usually at the head of the Church of England, and another at the head of the Bank of England—and customarily a Scot will be found to control a large section of the world's business affairs."

"There is a widespread tendency among our city people to think that civilization, religion, business and romance all come into Ontario from the South," he said, dealing with the history of the North. "But the facts of history indicate that the first adventurers, and the romantic forerunners of the Ontario of today, came in from the North in the year 1615 when Father LeCaron came up the Ottawa with his tiny mission to what is now the County of Simcoe—followed a few days later by the great Champlain, when the two pioneer groups met on the shores of Georgian Bay."

The speaker drew an interesting historical picture of those pioneer days around the general area of what is now Collingwood, Orangeville, Barrie, Orillia and Muskoka. He gave intimate descriptions of the relations established between the Huron and Iroquois peoples, first by the Recollet Fathers and later by the Jesuits—"those handful of resourceful men with their tiny missions 3,000 miles from their base in France, when Louis XIV, was on the French throne and the mighty Richelieu was at the height of his power."

The building of the first stone fortification in America, with the exception, perhaps, of Mexico, at Sault Ste. Marie, where the Central Mission was established; the bringing in from distant France of the essential supplies, including cattle and hogs, and the day-by-day activities of that little band "buried in the forest primeval"; were vividly described by the speaker, who turned the intervening three centuries

New Willys Gives 72 in High and 48 in Second

From the moment the Grand Central Palace flung open its doors and officially opened the 1930 New York Automobile Show, the reception of the new Willys-Overland line of automobiles has been marked by a keen and intelligent interest on the part of thousands of prospective car buyers and others interested in the motor car's developments as expressed by this pioneer automobile manufacturer. This interest has been further accentuated by the large number of persons who have visited the numerous Willys-Overland dealers' show rooms throughout the country.

The greatest attention and interest has been directed to the new Willys Six, which has aroused the enthusiasm not only of the motoring world itself but of thousands of car owners and prospective car owners. This latest of Willys-Overland models is an entirely new car, capable of a maximum speed of 72 miles an hour in high and a speed of 48 miles an hour in second. Its engine develops 65 horse power and its operation is featured by an unusually low gasoline economy. In tests conducted early last fall, an average of 18 miles were obtained on a gallon of gasoline over a period of time. This record was achieved on a difficult trip lasting four days, during which several thousands of miles were covered. The trip took the car through the most mountainous regions of Pennsylvania and West Virginia.

The new Willys Six has also come in for a large amount of praise because of its inbuilt beauty. Its interior is not only exceptionally roomy but contains many accessories and fittings usually found only in cars in a much higher price class. Its comfort and easy riding qualities have been increased by the use of hydraulic shock absorbers and a maximum of safety has been added by the employment of four-wheel brakes. This car is shown in a variety of body models and is considered one of the really revolutionary automobiles at this year's show.

The Willys-Overland line this year includes also the Willys-Knight Great Six which establishes a new conception of automobile beauty. Powered with a Knight engine, its durability and power are assured. It is considered a truly distinctive car in the quality car field and has met with a hearty public response.

In addition to the Great Six, the Willys-Overland Company is showing the Willys-Knight 70B which is an exceptionally popular car and has attracted its share of attention from the numerous visitors to the show. The line is completed by the Whippet Four, which was first introduced some three and a half years ago and

back to what he termed "one of the most remarkable works in adventurous human history."

"In one of the early reports of the Superior to his authorities in France, a few paragraphs are devoted to the construction of what was then an impregnable fort—but page after page described the conversion to Christianity of one Indian chief with an unpronounceable name. We must realize that we owe this mighty Ontario of today to the adventure, devotion and enterprising courage of those Jesuit missionaries," said Mr. Finlayson, as he outlined subsequent events, culminating in massacre, dispersal of both Huron and Iroquois tribes, the darkness returning over that wilderness in 1640, and finally Charles II, granting a charter to the Hudson's Bay Company, and the incoming of new methods, new times, new men.

GIVES NO CONSIDERATION TO ANONYMOUS LETTERS

In the last two issues of The Advance reference has been made to different anonymous letters received at this office. It has been pointed out that no responsible newspaper can afford to give any attention to an unsigned communication. The very fact that it is anonymous creates a prejudice against it. There are occasions when a letter might give a tip that might mean the investigation of some matter or other that could be dealt with by the letter itself, but newspapers are usually too busy to risk waste of time by any attention whatever to an anonymous communication. Most newspapers require little in the matter. They simply ask for the name of the writer as a guarantee of good faith. If requested the name of the writer will be withheld from publication. Anonymous letters are usually most unreliable and on the rare occasions when they are all right they are ignored because of the general objection to the anonymous brand. There are people who like to fight from under cover, but the newspaper can not afford to give them the cover. There are others besides newspapers that have the irritation of anonymous letters to judge from the following paragraph from The Sudbury Star last week:—

Mayor Fenton has been the recipient lately of a large number of anonymous letters on a variety of matters connected with the town administration. "I give them absolutely no consideration," he declared to The Sudbury Star today. "They go into the waste-paper basket unread and unconsidered. I consider that if a man has not the courage to sign his name to a letter, that he is actuated by personal malice and spite, and not public welfare, and as such, his letters are not worthy of consideration." His worship made it plain, however, that every signed letter will receive consideration."

which still maintains its great popularity in the low priced field. This car is also available in various body models and will continue to be manufactured in 1930 to meet the demands of the motoring public for an efficient, powerful and attractive 4-cylinder automobile.

Sudbury Star:—The school of thought that believes fortunes can be made by buying stocks on margin is a school of fish.

FOR PRACTICE FOR THE NEW LINOTYPE OPERATOR

An exchange gives the following report of a Russian conversation over the telephone:—

"Hello, is this you, Dvrstishigorensilvestratezni?"

"No, it's Voldisnikiskisfnisnkvjllislik. Who is this speaking?"

"Grasnikivitchanzkixifgli. I want to know if Tschawskivingski is staying with you."

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There is priceless protection in a dash of ENO'S "Fruit Salt" in a glass of water taken morning or night.

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