

GREAT POTENTIAL WEALTH OF CANADA
TIMBER, COAL, OIL, NATURAL GAS AND MINERALS BEYOND CALCULATION,
HERITAGE OF CANADIANS

PROSPECTS of new wealth in boundless quantities, through the application of science to industry, were unfolded the other day by Arthur D. Little, of Boston, in an address at the Royal Canadian Manufacturers' Association...

At the invitation of Lord Shaughnessy, president of the Canadian Pacific, the firm established a branch in Montreal and Mr. Little has undertaken to survey the resources of Canada. His address yesterday was partly the result of a tour through Canada, which he had made in company with George Bury, Vice-President of the C. P. R.

W. M. Ingram, president of the Manufacturers' Association, introduced Mr. Little explained that he was born in Boston, and therefore belonged to those who do not have to be born again. He was therefore surprised to find himself, after a brief acquaintance with Canada, undergoing an unexpected process of rebirth.

Mr. Little defined industrial research as research having for its immediate and avowed purpose some practical end. No greater service could be performed than that of inculcating into the public mind a proper appreciation of what research could do.

There was also, declared Mr. Little, an insistent demand throughout the British Empire for the mobilization, co-ordination and extension of research facilities. Lord Shaughnessy had acted by calling the organization representative of the natural resources of the Dominion and the promotion of industrial research.

Mr. Little then mentioned a few of the lines in which applied science could help in the production of Canadian wealth. Some of them, such as such as 80,000,000 acres were sown to flax in Canada for the grain only, it was not practicable, in view of the labor situation, to grow flax for the fibre in order to make linen.

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was circulating housewives not to destroy old paper and rags, from which new paper could be made. It had not been an easy matter to separate the fibre required for paper from the broken straw. A great many people had tried it without success. His own company had carried out some experiments in its experimental paper mill at Boston, and had succeeded so well that the United States Government was taking the paper they produced.

Another question they were investigating was the possibility of providing gasoline from natural gas. A new process for effecting this end had been developed in Oklahoma. It was of peculiar promise, and his company had taken out a license to use it in Canada. If some of the gasoline thus obtained contained too much sulphur, probably it could be eventually eliminated by an adaptation of the French process, which had proved so successful in taking sulphur out of oil.

Another possibility for Canada, said the speaker, was the production of dry milk. Several processes for doing this had been invented. Sterilized milk kept good for a long time, and for certain purposes, including those of bakers and confectioners, was better than ordinary milk. It could be restored to the condition of ordinary milk by the addition of water. He was convinced that that, in shipping, was a staple article on the kitchen shelf. Its great merit was that, in shipping, it was a staple article on the kitchen shelf.

Another thing about milk, said Mr. Little, was the fact that thousands of gallons of skim milk were daily fed to hogs. Casein, worth 30 cents a pound, could be easily extracted from skim milk. One of the most promising fields for industrial research was that afforded by the enormous quantity of straw, for which Canadians had no present use.

Some things could be done with straw already; straw boards and corrugated boards could be made. A straw lumber, suitable for cheap outhouses and partitions, might be made at a cost of not more than \$5 or \$6 a ton. He believed something might be done with it in the rotary gas producer. The distillation products of straw were worth looking into, also the possibility of converting it into fuel for use on the farm. Grain alcohol had been made from straw, although the commercial value of this process was not yet assured.

Several nations were so bountifully endowed with potential wealth as Canada. There was merchantable timber in such profusion that a single island on the Pacific coast boasted the greatest amount of such timber in proportion to its acreage in the world. There was coal in all varieties, from lignite to anthracite; oil and natural gas; the finest fisheries known; minerals beyond present calculation; vast areas of fertile soil. What could not be done with them, with the aid of industrial research?

Speaking of the lumber industry, Mr. Little said, the Canadian lumbering practice was not better than the best in the United States. In the States, two-thirds of a tree felled in the yellow pine belt was wasted as litter in the field or burned as mill waste. Three dollars a thousand was a good profit on lumber. For 15,000,000 feet board measure which found its way to market, 30 billion feet were wasted. This was not industry; it was crime.

A few months ago there had been 2,600,000 automobiles in the United States, and they were increasing at the rate of 4,000 a day. These machines represented 300,000 horse-power in gasoline engines. That was more than the potential horse-power of the United States water-power. Auto manufacturers were bringing in an additional 100,000 horse-power a day. The unprecedented increase in the demand for gasoline thus caused was responsible for the high price of that commodity, and soon there would not be enough gasoline to go round. Alcohol was the only feasible substitute, and grain alcohol—not wood alcohol—could be produced from wood waste. A plant for doing this had been started by the use of the ultra-violet rays. Great results were already succeeding in doing, he said that ten years ago 25 per cent of steel tons of rails made in the electric furnace in three years there were no failures. Exceedingly interesting experiments were also being made in producing synthetic materials by the use of the ultra-violet rays. Great results were already succeeding in doing, he said that ten years ago 25 per cent of steel tons of rails made in the electric furnace in three years there were no failures.

Industrial research was applied to idealism. It expected rebuffs. It learned from every stumble, and turned a stumbling-block into a stepping-stone. It trusted the scientific imagination, knowing it to be simply logic in flight.

Are You Prepared for the Summer?
SOMETHING TOPICALLY REFRESHING
Nora Bayes
New Song Hit on Victor Record 45095

The reappearance of this highly-popular comedienne under her Victor renewal is being universally welcomed. This is one of her first new records and it has certainly "caught on."

- Hear them at any "His Master's Voice" dealer's
Three ten-inch, double-sided Victor Records—90 cents for the two selections:
When the Moon am Shining
Rock-A-Bye Baby
On Your Way—One-Step
Hilda Fox Trot
Johnny Get a Girl
The Ragtime Pipe of Pan
Harry Lauder's Latest Love Affair
Bonnie Maggie Tamson (There's No Another Lass Like the Lass I Love)
Red Seal Record
Nightingale Song

Berliner Gram-o-phone Co.
120 Lenoir Street, Montreal
DEALERS IN EVERY TOWN AND CITY
Victor Records—Made in Canada

SUPPOSING
during your vacation, you, or one of your family, meet with an accident! You are miles away from a doctor or a drug store! What are you going to do? Don't you think it would be wise to be prepared for such an emergency by taking with you a few boxes of Zam-Buk?
Zam-Buk is also unequalled for sunburn, insect bites, sore and blistered feet, heat rashes, sore muscles, and all skin injuries and diseases. All druggists 50c. box, or Zam-Buk Co., Toronto. Send 1c. stamp for postage on free trial box.

GRAND TRUNK RAILWAY SYSTEM
Local Branch Time Table
IN EFFECT JUNE 23RD, 1916.
Trains will leave and arrive at City Depot, foot of Johnson street.

CUNARD LINE
CANADIAN SERVICE
MONTREAL TO LONDON
(VIA FALMOUTH)
ASCANIA From Montreal Aug. 5
AUSONIA From Montreal Aug. 31

Ask for a copy of our Complete Travel Guide
It will assist you to plan your Vacation Itinerary

HELP! HELP!
THOUSANDS OF FARM LABORERS WANTED
FOR THE WESTERN HARVEST
Good Pay and Employment in the Fertile Districts SERVED BY THE C.N.R.
\$12.00 TO WINNIPEG
Plus Half a Cent Per Mile Beyond.

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FROM THE COUNTRYSIDE

Frontenac
July 13.—The weather is very hot for farmers to work in their hay. Farmers have been doing road work. Miss Gowdy preached in the Friends' church last Sunday morning. Some went to the celebration at Newburgh. There is talk of a rural mail route from Glendower to Godfrey; it would be nice and handy for the farmers.

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JOYCEVILLE.
July 18.—Word was received here by friends from Capt. R. E. Connell of San Francisco, Cal., formerly of this place, that he has arrived safely at Vladivostok, Russia, with 200 tons of dynamite for the Allies. Walter Woods, former postmaster, has resigned and Leslie Woods his son, rural mail carrier, has been appointed in his place.

CLARENDON STATION.
July 18.—Miss Lena Cook and Mrs. E. Collins, Halleybury, are visiting her aunt, Mrs. Levi Moss. Miss Margaret Campbell is visiting friends at Glendale and Kingston. Mr. and Mrs. Meford Moss spent the week-end with Perth friends. Miss Badour, Sharbot Lake, spent the week-end with friends. Miss Lily Campbell is visiting friends at Perth. Mrs. M. M. Appleby is still in Ottawa having her eyes attended to and is doing as well as can be expected.

COLE LAKE.
July 19.—The farmers are busy with the hay, and report an exceptionally good crop. A number from here and Godfrey spent an enjoyable time at White Lake on the Twelfth. The stork has been visiting this community, leaving five daughters at Mr. and Mrs. E. F. Campbell's, Capt. and Mrs. G. H. S. Campbell's, and Mr. and Mrs. Thomas Coulter's. Mr. William Killins, Chapleau, are visiting his sister, Mrs. J. McMahon, Mr. and Mrs. G. Killins and little grandson, Noble, have returned to Sydenham after spending a few days at their daughter's. Mrs. George Campbell and little daughter, Bernice, Kingston, visiting her parents, Mr. and Mrs. T. J. Kennedy. Heartiest congratulations are extended to Miss Edna McMahon for her success at her success in passing the entrance. J. Freeman, Godfrey, at C. Bailly, Mrs. V. Kirkham has returned home after visiting friends at Wagarville, William Hamilton, Jr., at G. Hamilton's, Tichborne Mr. and Mrs. T. Peeters at J. Steele's, Fish Creek; Miss Nellie Barrett, Sangster, at T. Coulter's; Miss Huena Shillington has returned to Murvale after visiting friends here; Mrs. G. Butterill and son, Robert, at G. Butterill's; J. McIntosh and son, Willie, Madawaska, at W. Hamilton's; Mrs. L. Harten, Enterprise, at her son's, A. E. Harten.

PLEASANT VALLEY.
July 17.—The song of the mow is again heard in our midst. Hay is a very abundant crop and farm help is scarce. Mr. and Mrs. George Watson and little daughter, Alma, Meaford, have returned after a pleasant visit with friends here. We regret the serious illness of Mrs. Sarah Keers, Petworth. Miss Barr visited friends at Godfrey for a few days. Messrs. George and John Manson are expected to-day from the west to visit their parents, Mr. and Mrs. A. Manson. Their many friends will be delighted to welcome them after an absence of several years. Irlie Boyce and his chum from Toronto spent some time the guest of his parents Mr. and Mrs. Watson. Miss Edna McMahon has been engaged as teacher for the ensuing term. Samuel Barr, Fenelon Falls, spent the week-end the guest of his brother, S. Barr, Mr. and Mrs. O. E. Barr motored to Ed-

gar Hughes' Saturday evening. George Curl, Smith's Falls, spent Sunday at G. Barr's. Mrs. Edward Joyner, Yarker, visited friends in this vicinity recently. Robbie Freeman was at Ellerbeek's guest on Sunday evening. Clarence Ellerbeek spent a few days at T. Bradford's. Mr. and Mrs. R. Garrison, Mr. and Mrs. F. Carr and Mr. and Mrs. T. A. Watson and daughter Lizzy at E. Hughes' recently. During a recent electric storm E. Whitely's barn was struck by lightning but the fire was discovered and extinguished before serious damage was done. Miss Lizzie Watson is visiting friends in Enterprise.

LENNOX & ADDINGTON
ERINSVILLE.
July 18.—The men are busy harvesting and the crops are quite abundant. The Messrs Marguerite Hopkins, Agnes Ward and Helma Finngan are attending Summer School at Madoc. Miss Margaret Burnes returned home after an extended visit with her sister in Belleville. Pte. Bernard O'Neil of Copper Cliff is visiting his father, Bernard O'Neil, Senior from here attending a week's course at St. Anne de Beaupre. Among the tourists at Mr. Melon's summer resort are Messrs. Sparrow and Burns of Cleveland, Ohio. Miss Margaret O'Brien is visiting the Messrs McDonnell of Montreal. Miss Bourke, Belleville, is visiting at the

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ASHAMED OF THE PIMPLES
How embarrassing it is to have pimples and blackheads break out on the face and particularly just when one is trying to look his best.

Dr. Chase's Ointment
You will find a friend in Dr. Chase's Ointment, for it not only cures pimples and blackheads, but also makes the skin soft, smooth and attractive.

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Dainty Summer Desserts
As the weather grows warmer, the desserts should grow lighter.
Pies and puddings are being replaced with Ice Cream, Frozen Custard, Cream Custard, Blanc Manger and Fresh Fruit, Berries or Jelly.

BENSON'S CORN STARCH
BENSON'S has been the Canadian standard for more than half a century.
Insist on having it. BENSON'S always gives perfect results—because it is always the same in purity and quality.

YOU CAN RELY ON Rexall Orderlies
A Nation's Watchword "BE PREPARED"
Rexall Orderlies
The mild but sure laxative—with the pleasant taste.
Guard the home against biliousness and constipation

Charm Ceylon Tea
Black, Green, Mixed. Packed in Kingston by Geo. Robertson & Son, Limited
At All Grocers.