

Help burned Ontario over the Winter

MEN and women of Ontario—it is time that we should all realize the terrible completeness of the fire calamity that devastated Northern Ontario in the early days of October. Fires and calamities we have had before, but never such complete destruction as this.

Over 1,200 square miles laid desolate, town after town nothing but a bleak expanse of ruins, hundreds of farms swept bare, thousands of your fellow citizens "cleaned out" and thrown abruptly back into man's primeval struggle against nature and her grim forces: fire, hunger, ice and the stark northern cold.

Give 1,800 families a fighting chance to get on their feet

Temporary relief must go on. We must not fail the North.

Winter—the relentless foe

Coming as this terrible fire did, in the autumn, with the harvests in, with the townspeople already preparing for the rigors of winter—the complete destruction wrought is the harder to overcome.

Thousands of people at first had literally no place to lay their head, little to wear and nothing to eat. They had to be taken care of at first, somehow, and then, desperately as the days went by, and the cold grew more intense, rough but serviceable standard shacks, 16' x 20', have been replacing tents, old street cars, packing boxes and sheet iron—a regular food supply has been established, and rough clothing is being distributed.

What can a man do with his house a blackened hole in the ground, his barn a charred heap, his work shop a twisted pile of rubbish—and a northern blizzard raging over all?

Temporary Relief Until Spring

In the name of humanity we must see these fellow citizens through until Spring opens up the land and general business activities are resumed. Money must be forthcoming from the citizens of Ontario, from municipalities, industries, societies, public bodies, lodges, churches, etc.—not for rehabilitation or re-establishment, but for the supply of bare necessities, "temporary relief" in fact, to the stricken North.

The Brighter Side of the Picture

Everywhere throughout the fire swept district one hears only a strong, manly note of confidence, of resolution to go forward, to "stick to the country" if body and soul can be held together, to make good once more, to restore the hundreds of burned farms, to rebuild the eight or ten destroyed towns—And it will be done if the stream of temporary relief from Old Ontario does not dry up!

All for One—One for All

Here is a portion of our Province in ruins, and for the sake of the whole Province as well as for its own sake, this section must be restored to prosperity and happiness. We need the North, we need its vigorous, pioneering spirit so one and all, let's "give a hand into the saddle"—and do it NOW.

Money is needed. The Relief Committee can buy in large quantities, get big discounts, and often free gifts of merchandise from the many manufacturers who are generously co-operating with the Committee. The exact needs are now known.

The Northern Ontario Fire Relief Committee

has been enlarged and now is thoroughly representative of the Province of Ontario. The Provincial Government is co-operating to the fullest extent and is doing everything that a Government can properly do to assist in temporarily relieving the fire sufferers.

To give immediate relief the Committee must secure actual cash without delay. If each municipality or county would devise some means of raising an amount equal to one half mill on the total assessment the relief can be continued. The raising of relief funds could be undertaken by public spirited citizens, clubs, churches or councils and provides a most deserving cause for Christmas giving. Now it is up to every community in Ontario to help a neighbouring district in its hour of trial. Make cheques payable to—

The Northern Ontario Fire Relief Committee, Royal Bank Building, Toronto

W. H. ALDERSON (Chairman)
Toronto Board of Trade.
A. J. YOUNG, North Bay,
Ontario Government.
GEO. C. COPPLEY, Hamilton,
and JOHN ELLIOTT, Belleville,
Ontario Associated Boards of
Trade and Chambers of Commerce
GEO. BRIGDEN, Toronto,
Canadian Manufacturers' Assoc.

COMMITTEE
GEO. S. MATTHEWS, Brantford,
Western Ontario Associated
Boards of Trade.
MRS. M. SOUTER, Trout Mills and
R. A. McINNIS, Iroquois Falls,
T. & N. O. Associated Boards of
Trade, and Farm Organizations in
Northern Ontario.

K. W. McKAY, St. Thomas
Ontario Municipal Association.
J. J. MORRISON, Toronto,
United Farmers of Ontario.
MRS. H. P. PLUMPTRE, Toronto;
Ontario Division,
Canadian Red Cross Society.
MRS. A. H. WILLET, Cochrane,
Women's Institute.



W
Volume XI

LOCAL HA

Study the ads.
Children's Chri
Swift's.
All municipal co
to close up the bus
Don't miss May
Iam J. Lockes' fan
"Morals" at the Ly
Say, Dad, the
Hockey Shoes this
out a pair that
Dodd's & Son.
Mr. R. J. Thom
had the misfortn
forearm while crank
urday night.
Last meeting of th
cil for 1922, will be
day) evening. If yo
count against the m
it in to the Clerk.
The Northern Ont
ers need your help to
the winter. Have you
They are looking to
lend a helping hand.
The store windows
Christmasy, appear
them are very artisti
and pleasing to the ey
Our boxes of Choco
thing worth seeing, it
can't make a mistake
one for a Christmas
Lovell.

Chas. M. Fitzgerald
installed a radiophone
Morningsstar and Mr. Fi
report hearing stations
tant as Havana, Cuba.
A Christmas treat fo
coats, 27 to 30, real
bargain prices.—Swift
Rev. W. K. Hager w
morning and evening
Sunday in the Watford
evening subject, "The
Heroes and what we ow
The Light Brigade ar
season comes around
mother and the rest
charging, as the Old M
fully observe when the l
at New Year's.

Dr. C. W. Savers too
self a wife last week
of Miss Ann Ross of Av
doctor and his bride ar
from their honeymoon
Congratulations.
The Watford Skating
pany will issue season
season at the following
\$3.00, ladies \$2.50, fair
Single admission: childre
10 cents; ladies 15c, men
Mr. John V. Humphri
away on Wednesday mor
a lengthy illness. The fun
held from the family resid
street, on Friday afternoo
ford cemetery. Service at
at two o'clock.

The small boy was bein
by his mother. "Why can'
good?" she asked. "I'll be
a nickel," he said. "Oh, resp
mother, "you want to be br
should copy your father an
for nothing.

Mr. W. L. Millar's term
works and Hydro Commis
pires at the end of the year
ter man could be found for
tion and there should be r
ition to his re-election. He is
ical man and well-skilled in
of the position.

With nomination day draw
it is time to cease yawning a
to think whom we want to r
us on the town council bo
1923. It is likely all the old
of the Council will stand
election.

Snappy well made Overc
young fellows, sizes 32 to 37
freeze, leather buttons.—Swi
William De Mille's new e
comedy success "Clarence" i
from Booth Parkington's
play, will be presented at
ceum next Wednesday. The
clubs three prominent scre
McAvoy, Reid, Agnes Ayres a

Word was received here V
day of the death of Mr.
Goodhand, who passed away a
atoon, Sask., Tuesday. The r
were sent to Dauphin, Man
Before. No particulars are k
going West Mr. Go
kept a grocery store in Watfo
previous to that time farmed i
wick township. He leaves a wi
family.

The customers of the Wa
garage and their friends were
tained Saturday evening at th
age with a radio concert. Ray
ingstar has recently had a
phone receiving set installed
residence and a few days ago ha
installed at his garage. It is h
tention to treat his custom
friends to Saturday evening
concerts. You don't have to l
"Ford" to hear the concerts.
Baby Knit Goods Section
Swift's is attracting attention
now. Cleverly made lines at
special prices.