

Say It with Flowers



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Give us a Hand!



CITIZENS of Ontario—The only salvation for Ontario's revenue-producing forests is the prevention of forest fires. Your support and co-operation is absolutely essential.

Forest fires are rapidly diminishing our resources of timber and pulpwood. Over 90 per cent. of Ontario's forest fires are caused by human carelessness.

If everybody was careful to prevent the start of fire, Ontario's Forest would be safe.

Save Ontario's Forests
They're Yours

BUSINESS MEN of Ontario — Lend us a hand. The various business associations — of bankers, boards of trade, manufacturers, merchants, lumbermen; engineers, educationalists, tourists, and sportsmen, and all other bodies of weight and influence, can do a great work for this province and for their own interests as well by actively promoting educational propaganda to reduce forest fires.

RAILWAY OFFICIALS can help. Railways cause 40% of Ontario's Forest fires. The Forestry Branch is being well supported by improved co-operation on the part of railway officials and by the Dominion Railway Board. Let us reduce the number of railway fires one-half this summer. (The train passenger in Northern Ontario who nonchalantly throws his cigarette or cigar out of the window during the forest fire season is deserving of a jail sentence!)

CAMPERS, tourists, fishermen, picknickers, berry pickers, prospectors and hunters should

feel their responsibility even though out of sight of the policeman.

SETTLERS can co-operate by exercising more care in setting out fire on their own property.

LUMBER FIRMS can help by impressing on all foremen the need for carefulness. River-drivers in dry seasons should be specially warned. Gangs of men going in and out to the camps need special attention, because of the danger along the slash-lined trails from the inevitable cigarette.

THE PRESS could do more public-spirited constructive work to reduce forest fires than any other single agency. This is a non-political campaign in which the whole press could join.

LEADERS OF PUBLIC OPINION in every community should be the first to extend a helping hand. Tell the Chief Ranger or write the Head Office any time you have information or suggestions to impart, or questions to ask.

GIVE US A HAND!

Ontario Forestry Branch

Parliament Buildings, Toronto

The Cow a Food Laboratory



(National Crop Improvement Service.)

How can we build a new breed of men without we start with the babies? It is impossible to improve our race unless we nourish our infants that they may develop both physically and mentally.

The dairy cow is at the foundation of every industry. She is a most wonderful laboratory. She fills her stomach hopper with grain, grass and silage, then she lies down and by chewing her cud, converts this raw material into the most perfect food in the world.

Doctor McCallum, of Johns Hopkins University, tells us that the "water soluble A" and the "fat soluble B," two mysterious somethings, are found in milk as nowhere else. Without these mysterious vitamins children will not grow, so milk-fed babies have the greatest possible advantage over the wolf-reared children raised without milk to drink.

How are the slim babies fed? Black coffee, pickles, imitation jams and molasses on their bread, constitute the daily rations of thousands of our poor families in the cities.

Without milk children languish, the vigor of the adult declines and the vitality of the human race runs low.

2,500 Guineas for Bull Calf.

A 12-days-old bull calf, Haydon's Dutch King, from the famous English Friesian herd of Mrs. Putnam, has been sold for the record price of 2,500 guineas to Mrs. Brown, of St. Albans.

A. C. SINCLAIR

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Waterdown

To the Farmer:

The purchase of a Piano or Victrola is only purchased invariably once in a lifetime. Therefore it behoves the purchaser to get the best and make sure you have the best.

I have had 25 years experience in tuning and repairing musical instruments, therefore feel quite confident I can choose the best instruments on the market.

I shall be pleased to place any instrument in your home beside any other in fair competition and let you yourself be the judge, without you feeling under any obligations absolutely. I can also save the purchaser quite a few dollars on account of my expenses being so low. I will always give you my best personal service and devote the whole of my time to supplying the country people. A postcard or telephone call will oblige.

Yours truly,

F. WATERS

Telephone 30-4, Waterdown

Dealer in "His Master's Voice" Victor Victrolas, Records, Etc