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A Good Line of Tires at \$15

Give us a Hand!

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

Forest fires are rapidly diminishing our re-sources 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 notation – Lend us b notation – Lend

hres. RAILWAY OFFICIALS can help. Railways cause 40% of Ontario's Forest fires. The Forestry Branch is being well supported by 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 sen-tered). CAMDEDS tensists fichement richnickers

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

Ontaric Forestry Branch

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

SETTLERS can co-operate by exercising nore 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 eigarette.

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

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!

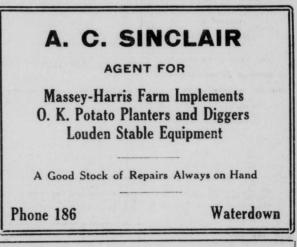
Parliament Buildings, Toronto



(National Crop Improvement Service.) How can we build a new breed of men without we start with the babies? It is impossible to improve we start with our race unless we nourish our in-fants 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

wondering indofficity, sinc this here 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 McGallom, of Johns Hop-kins University, tells us that the "water soluble A" and the "fat sol-able B," two mysterious somethings, are found in milk as nowhere else. Without these mysterious vitamines children will not grow, so milk-fed bables have the greatest possible ad-vantage over the wolf-reared children raised without milk to drink. How are the slum bables fed? Black coffee, pickles, imitation jams and molasses on their bread, consti-tute 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.



## To the Farmer:

The purchase of a Piano or Victrola is only purchased invariably once in a lifetime. Therefore it behaves the pur-chaser 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 absolute-

I can also save the purchaser quite a few dollars on acly. ent count of my expenses being so low. I will always give you my best personal service and devote the whole of my time to 0supplying the country people. A postcard or telephone call inby will oblige. Yours truly, Alton Bros. 2,500 Guineas for Bull Calf. 12-days-old bull calf, Haydon's th King, from the famous Eng-Friesland herd of Mrs. Putnas been sold for the record price of 10 guineas to Mrs. Brown, of St. 505. F. WATERS sle Telephone 30-4, Waterdown Waterdown Phone 175 ish Fri Dealer in "His Master's Voice" Victor Victrolas, Records, Etc