

IMPORT NORWEGIANS FOR NORTHERN ONTARIO

C. C. James Believes Those Hardy Farmers Peculiarly Adaptable to Country's Needs.

C. C. James, deputy provincial minister of agriculture, was the chief speaker at the exhibition directors' luncheon yesterday, and his appeal that New Ontario be developed was eloquent and powerful.

It was stock breeders and New Ontario day at the fair, and many breeders turned out, while a number of New Ontario homesteaders were present. Mr. James outlined a scheme whereby New Ontario could be rapidly settled by the best kind of men for that district. The farmers of Norway were the people for New Ontario. At home they tilled the sides of mountains and gained their livelihood under abnormal conditions. If they Southern Ontario New Ontario they would find conditions which would be no harder than in their native country. But the difference would be that after the first generation had opened up the country the second would be as prosperous as were any other Ontario farmers.

Mr. James said that it was becoming more apparent to the people of Ontario that the future of the province depended largely upon the further development of Old Ontario and upon the filling up of New Ontario. The great trouble in the past with Old Ontario had been too great variety in agriculture, etc. There were too many who were working along different lines. What was needed was the development of quality rather than quantity. There were too many different kinds of things being raised in the province. Ontario should develop lines of produce of the best kind.

The development of Northern Ontario would have a great effect on the development of Southern Ontario. Northern Ontario, he said, would not begin to fill up until Southern Ontario took hold in earnest and began to do millions of acres.

Robert Shillington, M.L.A., from Timiskaming, said that New Ontario was the land of opportunity. There were millions of acres of land in that country waiting for sturdy settlers to come. Men were wanted, who were willing to take chances up there and put their faith in the destiny of the country. If the future of Northern Ontario is taken care of Ontario would always be able to maintain itself as the first province of the Dominion.

Exhibition Notes

THE CANADIAN INDEPENDENT TELEPHONE CO.

Whether it be for business, or for social convenience, there is no doubt that, nowadays, the telephone has emerged from the "luxury" class and has become one of the necessities of life. Experience, which has been the result of ingenious inventors has given to electrical engineers and inventors, has enabled those who have worked along the lines indicated by these engineers to elaborate, gradually, the mechanism and applied artifices, until a means of communicating vocally over the wires has been evolved which is workable, as effective as actual face-to-face conversation. But if the machinery or the line of communication be in any detail defective, much impatience and loss of time result. It is, therefore, a saving equally of time and temper to secure, in the first place, an installation of approved material, and of assured reliable workmanship.

Eczema 25 Years Cured by "Cuticura"



Leg Like Raw Flesh from Knees Down

"I have been treated by doctors for twenty-five years for a bad case of eczema on my leg. They did their best, but failed to cure it. My own doctor had ordered me to have my leg cut off, but I said I would try the Cuticura Remedies first. He said, 'try them if you like but I do not think they will do you good.' At this time my leg was peeling from the knee down, my foot was like raw flesh and my back ached to walk on crutches.

"I bought a cake of Cuticura Soap, a box of Cuticura Ointment and a bottle of Cuticura Resolvent. After the first two treatments the swelling went down and in two months' time the Cuticura Remedies my leg was cured and the new skin grown on. The doctor could not believe his own eyes when he saw what Cuticura had cured me and said that he would use Cuticura for his own patients. But for the Cuticura Remedies I might have been a cripple for the rest of my life. I am truly grateful for the wonderful cure that Cuticura brought and always recommend it to my highly as a sure and economical cure for skin troubles." (Signed) Miss J. B. Bennett, Boston, U.S.A.

This is particularly essential in the case of rural telephones where what is wanted is an instrument which will continue to give good and efficient service with the minimum of attention. That is the phone to be desired—the one which saves time and money—and that is the sort of instrument supplied by the Canadian Independent Co.

You may be easily convinced that you will obtain these indispensable qualifications if you will visit the office and factory of the company at 15 Dundas-st. in this city. There are to be found, not only the most complete and up-to-date suite of store-rooms and the very last things in the shape of fittings and materials, but it is also possible to see there THE PRACTICAL MEN assembling the various parts to which go to make the reliable instrument, and giving every evidence of being, in all respects, qualified to turn out a complete and satisfactory job. The machinery plant is efficient to the point of exciting some wonder. Here are small power-run machines which plane crude cast steel surfaces to the smoothness of polished silver with as little apparent effort as you use to crack a nut. Here are also small machines into which a man conversant with their habits, may serve a straight bar of special magnet steel, 11 inches long and 1/4 by 1/4 thick and wide, and it is bent—into the shape of a horse-shoe, ready to take its place as the magnet in the finished phone. But it is necessary that these bars, before being submitted to this bending process, shall have been so processed as to bring them to the necessary condition of malleability, and this is accomplished by another individual process of the company, which enables it to produce a peculiar magnet steel, tempered to the last necessary degree for its magnetic purpose, and made, thereby, more efficient, as a generator, than metal can be made by any other known process. This special form of manufacture gives the magnet, also, a power of retaining its magnetic properties for a much longer period than can be achieved by any other method.

There is evidence of the power at the disposal of the Canadian Telephone Co., as there is evidence also of the constant use to which it is put, all over the big building their plant occupies. Compact, powerful, small lathes for the cutting and turning of hard metals, punching machines, which, by the turning of one small wheel, chop out of 1/4-inch solid brass such discs as are required to form power generating gear, are many of them, in this build-

SOCIETY

The Thorncliffe Park Hunt, steeplechase and flat races will be held this afternoon at 2:30 o'clock. The 8th Highlanders' Band has been engaged for the afternoon, and there will be a marquee, in which tea will be served. A special Canadian Northern train will leave the Post and Queen-street station at 2 o'clock, returning after the last race. Badges may be obtained at the gates, Tyrrell's, or the Canadian Northern ticket office, King and Toronto-streets, for 50c.

Mr. and Mrs. Gerhard Heintzman and Miss Cornelia Heintzman have returned from a summer spent abroad.

The annual fall regatta and at home of the Argonaut Rowing Club takes place this afternoon at 2:30 o'clock.

Mr. R. Curtis Skinner gave an impromptu tea in honor of Mr. George H. Ham at the Royal Alexandra, Windsor, last week, the guests being nearly all members of the Canadian Women's Press Club of which Mr. Ham is an honorary member.

Lord Clinton and Lord Newton are at the Windsor, Montreal, on their way to a tour of the west.

Mr. Hamar Greenwood, M.P., and Mrs. Greenwood are at the Windsor, Montreal on their way to Toronto.

Mr. and Mrs. W. H. Holland have returned to town after a six weeks' visit to Nova Scotia.

Sir William Howell Davies, M.P. for Bristol, arrived in Montreal on his way to attend the ecumenical conference of the Methodist Church at Toronto. After attending the Toronto meetings Sir William will make a tour thru Canada to the coast before he returns to England.

Miss Alice Turner and Miss Ethel Turner have returned from Ann Arbor, Mich. Miss Ethel Turner has also spent a short time on the Georgian Bay.

Mr. Charles Harris was in Ottawa for a few days last week, returning to his summer house in Cobourg. Mrs. Harris sails for England on the 16th inst. and will be absent until Christmas.

Mrs. Aemilia Jarvis and Miss Bertha Jarvis are at Danversville, N.Y.

Mrs. Cotes (Mrs. Jeannette Duncan) spent a few hours in town yesterday en route from Bradford to her home in England. On her departure she was presented with a bouquet of flowers by the Canadian Women's Press Club.

Mr. and Mrs. George R. Fox, Hagersville, were in town for the exhibition.

Mrs. Wallbrook and her sister, Mrs. Cline, are in Toronto for a few days from Hagersville.

Mr. and Mrs. Lucy Amy have returned from Newfoundland.

The Commodore of the Royal Hamilton Yacht Club and Mrs. Lennox have sent out invitations for an afternoon at the R.Y.C. Beach house, on Friday evening, Sept. 8.

Mrs. George H. Gooderham and her sons, before being submitted to this bending process, shall have been so processed as to bring them to the necessary condition of malleability, and this is accomplished by another individual process of the company, which enables it to produce a peculiar magnet steel, tempered to the last necessary degree for its magnetic purpose, and made, thereby, more efficient, as a generator, than metal can be made by any other known process.

Mrs. S. Smith and son of Buffalo, N.Y., are the guests of Mrs. Wm. Knapp, 26 Mountstephen-street.

Mr. and Mrs. George R. C. Cookburn are detained in London, where Mr. Cookburn underwent a serious operation some six weeks since, at the hands of the eminent Canadian surgeon.

Mr. Don Armour. They return on the Empress of Britain, sailing 22nd instant. Mr. Cockburn is unfortunately recovered.

Mrs. Charles Lugadin has returned from St. John's, where she is visiting Mrs. Harvey Knox, Orillia.

The marriage of Miss Helen Alberta, second daughter of Mr. and Mrs. Samuel McDougall, to Mr. Elbert Newson Soper, eldest son of Mr. and Mrs. Warren Y. Soper, of Ottawa, will take place on Sept. 20, at St. Andrew's Church.

Mr. and Mrs. Ed Marshall have returned to their home in Glen-d., from their farm in the Kingston-rd., where they have spent the summer.

Mr. W. Gibson Cassels and his family have returned from Dalhousie this week.

Mr. and the Misses Governor, Dorchester-st., Montreal, who have been visiting Dr. Covington in Vancouver, will go to Victoria before returning home.

Mr. and Mrs. Marshall, Campden, are in Toronto, visiting the fall.

Mrs. Harry Smith and Miss Lydia Smith are visiting Mr. and Mrs. S. N. Fry in Campden.

Mr. Chas. D. Jones spent his holidays with his parents, Mr. and Mrs. Albert Jones, West Plamborough.

Mr. M. W. Carson and Mr. J. McMillan, Harper's Corners, are visiting the exhibition.

Miss Annie Riddle is visiting in Toronto from Rockton.

Mr. and Mrs. George Smith are visiting friends in Hespeler.

The marriage of Mr. Edward Pope, eldest son of Mr. Joseph Pope, under secretary of state to Sir North Gwynne, only daughter of Mr. and Mrs. Gwynne, Toronto, and granddaughter of the late Mr. Justice Gwynne of the supreme court of Canada, takes place in October.

Miss Mona Murray sailed on Friday by the Empress of Britain for a long visit to Great Britain. Miss Murray accompanies her father, Mr. Jas. P. Murray, who goes on business and will probably return in the steamer with the new governor-general.

Mr. Ernest Cole, formerly British agent in Uganda, Africa, now secretary to Sir Harold Northcliffe, visited Toronto, Mr. M. J. T. Cole at Grafton this week, en route to Winnipeg and the west.

Mrs. Skill and Miss Dorothy Skill are in Halifax.

The marriage of Mr. William Edgar Pope, second son of Mr. Joseph Pope, under secretary of state, to Miss Marguerite Gings, daughter of Mrs. Gings, of London, Ont., has been arranged to take place on the 17th of September in London.

Miss Marjorie Bellows has returned from the sea, where she was visiting Mrs. Albert Austin.

Miss Bennett and Miss Jean Bennett are visiting their aunt in Brunswick-ave.

Dr. and Mrs. F. C. Hood have returned from Skermyre, Georgian Bay.

The Misses Yarker have returned to town.

Mr. and Mrs. Temple Blackwood have returned to town from Metis.

The Messrs. Tom and Arthur George have returned from a trip to England.

and searching for the still further simplification of the mechanism and the practical operation of the instrument. In the shipping department there are thousands of whole complete telephones already packed, waiting to be despatched to all parts of the world in boxes made of treated cardboard, of such resistant strength as to be capable of bearing the weight of a 150-lb. man without even bending their sides.

The Canadian Independent Telephone Company had a very complete exhibit of the product of their factory at their booth in the Process Building at the exhibition. This exhibit, as well as the company's factory was visited by representatives of the local Independent Telephone Companies, who made a very close inspection of the high-class equipment provided by the company for the use and convenience of those on rural telephone systems. The representatives in charge of the exhibit are greatly pleased with the attention they have received this year, and declare that never before has so much interest been shown towards the country traversed by the government railway. Many apartments have received information concerning the hunting of big game, and there have been numerous enquiries about travel to points noted for fine scenery and the opportunities for summer enjoyment. The I.C.R. display has been a great success, and it is hoped to number the government line among the annual exhibitors.

THOSE PRETTY FARM ENGINES. "Say, Jim, have you seen those little Page Farm Engines? I'm going to take one home." The farmer was enthusiastic about the Page exhibit in a tent near the transportation building. "Yes, Jim, one of those little machines will run on coal oil or gasoline, anything I've got handy, and will cut silage, straw, wood, run a separator, or pump. I'm going to have the easiest time round home this winter. No more tiresome chores for me. And I've bought the wife a Regina Cleaner. This will clean up the house in a few minutes. Only a short way to the tent over there. You get one of each for your place, Jim. Beware, people—that's their name. Don't forget."

The Intercolonial Railway Display a Feature. The display of the Intercolonial Railway at the exhibition is attracting the attention of a large number of visitors to the horticultural building. The illuminated sign of the Ocean Limited, which gives a most realistic effect of the train moving across the picturesque shores of Bedford Basin, is a magnet which draws many to the booth, and the exhibit is constantly the centre of a crowd of people who show great interest in the large photos, and the very fine speci-

CEETEE UNDERWEAR advertisement. Features a large graphic of a pair of underwear and text: "CEETEE Underwear is made specially for those who appreciate and can afford 'quality' and taste in their clothing." Includes a circular logo with a sheep and the text "LOOK FOR THE SHEEP".

New Process Wall Cleaning Company. Cleaners of Every Description. Fresco, Water Colors, Wall Papers, Etc. 412 Manning Chambers. Our Telephone Number is Now MAIN 5490.

HAMILTON HOTELS HOTEL ROYAL. Every room completely renovated and newly carpeted during 1917. \$2.00 and up per day. American Plan. Fall Dyeing and Cleaning. Send your Suits, Overcoats, Dresses, etc. in new before the rush is on.

"Don't Miss The Olds Gasoline Engines Exhibit in Machinery Hall At the Toronto Fair." Advertisement for the Olds Gasoline Engines exhibit at the Toronto Fair, held in Machinery Hall.

PURE JERSEY MILK FOR THE BABY. We have special arrangements with the owners of two of the largest Jersey herds in Ontario. We get pure, unskimmed Jersey milk in a few minutes. Send it right out to your home. You can always be perfectly sure it is pure and fresh. This is the milk to give to the children. We do not use preservatives or any other adulterant whatsoever. Try our Ice Cream.

Peerless - Victoria Dairy. G. H. GUEST, Proprietor. 108 Nassau, 209 McCaul St. Phone Coll. 242.

METAL MAN. Canada Metal Company. Advertising Sign, Dufferin Street Entrance, Also METAL EXHIBIT. Machinery Hall Works, Fraser Avenue.

PIG TIN - PIG LEAD. Large Stocks. Prompt Deliveries. THE CANADA METAL CO., Ltd. Fraser Avenue, Toronto 138.

E. PULLAN. Waste Paper. Also Rags, Iron, Metals, Rubber. Phone Add-760 490 ADELAIDE WEST.

Oranges are more delicious served with Kellogg's TOASTED CORN FLAKES. Kellogg's TOASTED CORN FLAKES. Allow half an orange for each person; slice thin; arrange around edge of plate; fill centre with Corn Flakes and serve with powdered sugar. 10c. per pkg. Try It and See.

HORSE RACES TO AT THORNCLIFF

Card Includes Flat Steeplechases—A forfein and Men

An exceptionally good sport is promised at Thorncliffe this afternoon. All the amateurs and consequently nothing professional about the races. There are four or five entries in each of which there are novices. In the first event, the stakes will be horse owned. The entries are as follows: FIRST RACE—Flat race, 1/2 mile, 11:30. SECOND RACE—Flat race, 1/2 mile, 12:15. THIRD RACE—Flat race, 1/2 mile, 13:00. FOURTH RACE—Flat race, 1/2 mile, 13:45. FIFTH RACE—Flat race, 1/2 mile, 14:30. SIXTH RACE—Flat race, 1/2 mile, 15:15. SEVENTH RACE—Flat race, 1/2 mile, 16:00. EIGHTH RACE—Flat race, 1/2 mile, 16:45. NINTH RACE—Flat race, 1/2 mile, 17:30. TENTH RACE—Flat race, 1/2 mile, 18:15.

CORNER SIMCOE AND NELSON STREETS, TORONTO

"THE OENT"

TUESDAY Sept. 12th. HEAVY DRAUGHT LIVERY, FARM CHURN. All horses sold on day following sale with supply for the hitch of horses for next week's postury.

FRIDAY, Sept. 15th. We sell at each of our owners who have no further use for their horses without any reserve.

GOOD. We have instructed them early in October are to go to the highest. Carriage and Mcl. We are Toronto. and we have over 500. Call and look the be worth your while. We are Sole Carriage and remedy. Price \$10.00 per half-gallon. Bacteriologists. We have a catalog the asking. Mailed. CHARLES A. BURNS, Auctioneer and