

Introduction

MODERN business is built upon the principle of getting a good thing at a fair price and then letting people know about it. Temiskaming has a thoroughly good thing in her agricultural resources, lying in the east, west and north of the Town of New Liskeard, which may be obtained under free grant from the Ontario Government or very cheaply in the open market, and this booklet is designed to let people know about it.

Agriculturally this country is long past the experimental stage, and so great has been the progress made during the past few years by the working farmers of the district, that the New Liskeard Board of Trade has undertaken to spread the good tidings abroad. The country, though proven and successful, is by no means fully settled, so that all that is required for the future is an influx of men. New Liskeard is the agricultural centre. Here the avenues of traffic converge, and here in natural consequence the produce of the farms are sold and supplies are bought. New Liskeard is the warehouse and counting office of the farming district. That agriculture is the backbone of the country is a hackneyed saying, but that it is also the spinal column of the Town of New Liskeard is not so well known or so frequently stated. It is a fact, however. So intimately is the success of one bound up in the prosperity and progress of the other that the Board of Trade of the Town has undertaken the publication of this book for the dual purpose of making known the resources of both the Town and the Country.

Nor is New Liskeard the only centre whose commercial prosperity is firmly established in the wide-spread agricultural development of the north. The Towns of Englehart, Charlton, and Cochrane are also situated in the farming belt and are doing a substantial and profitable trade with the tillers of the soil. They too have assisted in the publication, and attention is directed to the pages devoted to these three localities.

The articles contained in this booklet, giving the salient facts of the situation are written by actual residents of the country, by men who know whereof they speak, and are therefore authoritative in every sense of the word. Their testimony is direct evidence from personal knowledge, and, as such, should carry conviction to the minds of men of good judgment. If at times the statements appear optimistic the reader need not necessarily infer that they are exaggerated. If the story told in the following pages sounds good, investigation will prove that it is also correct. Read, and, if impressed, why, the next step is to come and see.

The "Herald" management, in whose hands this publication has been placed wish to thank the many advertisers for the generous support given, and also to direct the attention of the reading public to the advertising pages, which contain the announcements of many of the leading business men in the Town of New Liskeard and the District to the North.



THE "NOTCH" ON THE MONTREAL