

# Terrible Conflagration In Northern Ontario

Several Towns Wiped Out Involving a Property Loss of Eight Million Dollars--The Death List Likely to Reach Two Hundred--Refugees Are Pouring Into Neighboring Towns--Residents of Nushka Caught in Fearful Death Trap.

Englehart, Ont., July 30.—Forest fires, which for some days have threatened the northernmost towns and the outlying settlements of Northern Ontario yesterday and today culminated in a holocaust which has wiped out entire communities, licked the fringe of larger towns, and levied a death toll which cannot at present be accurately computed, but which will range from 140 to 200. Scores of persons are suffering from injuries, many of whom are likely to die. The loss of life so far reported is as follows:

At Nushka, a French Canadian settlement, 57.

At Cochrane, 18 dead, 34 injured.

At Matheson, 34 dead.

Iroquois Falls, 15 dead and many injured.

Porcupine Junction, number of dead unknown, but the town was wiped out with the exception of the railway station.

Ramora, 15 dead.

In addition to the known dead, there are many outlying places which will materially swell the list of victims when the rescue parties return. It is feared that at Aashota and Kowcash many prospectors may have been trapped.

Nushka suffered the worst. It consisted of a score of frame dwellings and stores, and has been threatened for some days. It was practically surrounded, walls of fire cutting off all escape to the south and north and with no river or lake at hand, the inhabitants were doomed.

Two Streets Left in Cochrane.

Cochrane was entirely burned with the exception of Second and Third avenues. The proximity of the Temiskaming and Northern Ontario tracks and the lake saved most of the residents.

Ramora, a small settlement, was completely wiped out. Matheson is totally destroyed, with the exception of two houses, and 34 bodies are laid out on the station platform.

South Porcupine suffered only the loss of the saw mill and the station.

At Timmins the flames were checked on the outskirts after licking up 17 houses.

At Iroquois Falls nothing remains but part of the paper mills and one store.

The list of dead is likely to be increased from among the outlying settlements.

One settler and ten children perished while his wife was absent seeking aid.

Refugees, destitute of food and clothing, are pouring into the towns to the south of the burned district. A large number have arrived here, and are being distributed to New Liskeard, Cobalt and Haileybury. Citizens of the towns worked all last night to feed and clothe the victims, prior to distribution.

Tonight rain was falling at Matheson and several other points, but it will take several days of rain to quell the fires and prevent a further southward sweep.

Doctors and Coffins on Way.

North Bay, Ont., July 30.—Special trains with doctors have left North Bay for the north. At least eighty are known to be dead and it is feared the casualty list may be much larger.

While only the most meagre information is obtainable, it is known that the towns of Matheson and Cochrane have been wiped out. Coffins are being shipped from Cobalt to the scene of the disaster.

One of the Worst in History.

Toronto, July 30.—One of the most

disastrous fires in the history of the north country has been raging since yesterday. All wires are down north of Englehart. From meagre reports received from those who were able to get out, Nushka Station, Timmins, Cochrane and Matheson have been wiped out. Porcupine Junction and Iroquois Falls are reported to be burning.

Fifty-seven bodies are reported to have been found at Nushka Station and 25 bodies at Matheson.

A relief train is now being made up at North Bay.

Be Bright, Well, Strong?  
Restore Youthful Looks

Let your fight for better health begin now! Before you feel any warning of physical collapse, cleanse and strengthen and build up your system. The one remedy for that tired, droopy feeling is Dr. Hamilton's Pills, the acknowledged king of all tonic medicines. Thousands of men and women in the late years of life retain youthful looks and feeling simply because they regulate their system with this old reliable family remedy. Nothing so good for the bowels, stomach or kidneys. Cures headaches, prevents biliousness, stops aching pains in the back and limbs. Get a 25c. box of Dr. Hamilton's Pills today.

WARM WEATHER  
IN WINNIPEG

Winnipeg, July 29.—A heat record for the season was created yesterday when the thermometer touched 95 degrees.

## Mid-Summer Sale

DURING THE MONTHS OF JULY AND AUGUST present to you a varied assortment of DRESS and OUTING HATS at SPECIAL PRICES.

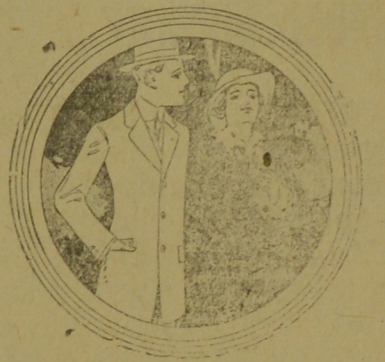
OUR COLLECTION OF MILLINERY at this period is made available for value at such low prices.

MISS MORGAN 476 Queen S

## KODAKS

Time to think about one for the summer. No la Autographic Kodak Junior, rectangular pictures 2 1-2 x 4 1-4, price \$11.00 and \$13.00, is worth looking over. Simplicity marks it in every respect. Let us show you one.

C. Fred. Chestnut The Quality Drug Store  
572 QUEEN STREET.



After all—since a Suit is made to wear—the best of all Suits is that which wears the longest.

MACKINNON'S CLOTHING

not only wears long past the time the average Suit is cast aside, but yet keeps its appearance, and is good looking all the time you wear it.

J. A. MacKINNON YORK STREET  
TAILOR and CLOTHIER

Wholesale Dry Goods and Woolens

## Wash Goods

This is the season for selling SUMMER FABRICS, and in spite of the increasing difficulty with deliveries, our forethought provided a good array for these departments.

We have now in stock assortments of the following:

Plain and White Voiles  
Printed Voiles  
Woven Stripe Voiles  
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Organdies, Lawns, Mulls  
White Checks and Stripes  
Mercerized Vestings and Brocades  
White Gabardines  
Middy Twills, etc.

Orders by mail and through our travellers have immediate attention.

VASSIE & COMPANY, LTD.  
WHOLESALE DRY GOODS and WOOLLENS  
ST. JOHN, N. B.

## MOTHER'S FAVORITE FLOUR

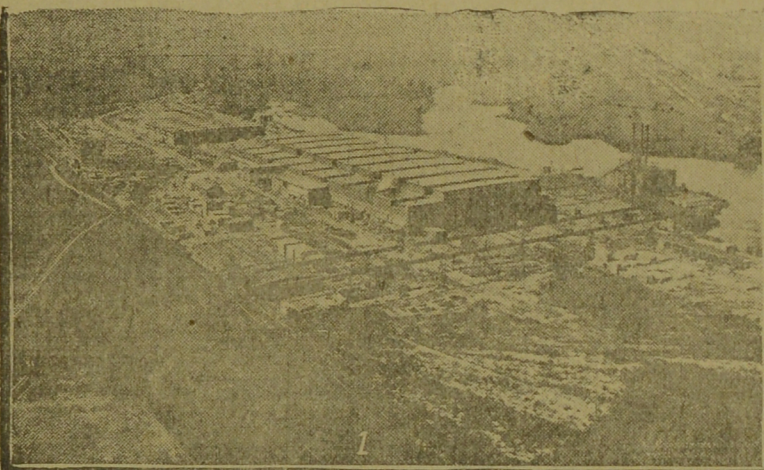
is a little better and a little cheaper than any high Grade Bread Flour on the market.

Sold Wholesale by

G. W. HODGE

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## NEW CANADIAN INDUSTRIES



- (1) National Steel Car Co., Hamilton, Ont.
- (2) Central Portion of Hamilton, Ont.
- (3) Canadian Connecticut Cotton Mills, Sherbrooke, Que.
- (4) Blast Furnaces, Steel Co. of Canada, Hamilton, Ont.

THE process of the establishment of branches of American industrial concerns within the borders of the Dominion of Canada has been going on for a good many years—ever since it became apparent that no political party was likely to modify very seriously the "protective" character of the country's fiscal policy. It might reasonably have been expected that the shock of war would put a stop, temporarily at least, to this process of peaceful penetration; but the opposite has been the case. Even since the recovery of capital from its paralysis, eight months or so after the war began, the establishment of American branches in Canada has been going on with greater energy and determination than before, and investigation has shown that the war, instead of discouraging such adventure, has afforded new reasons to justify it.

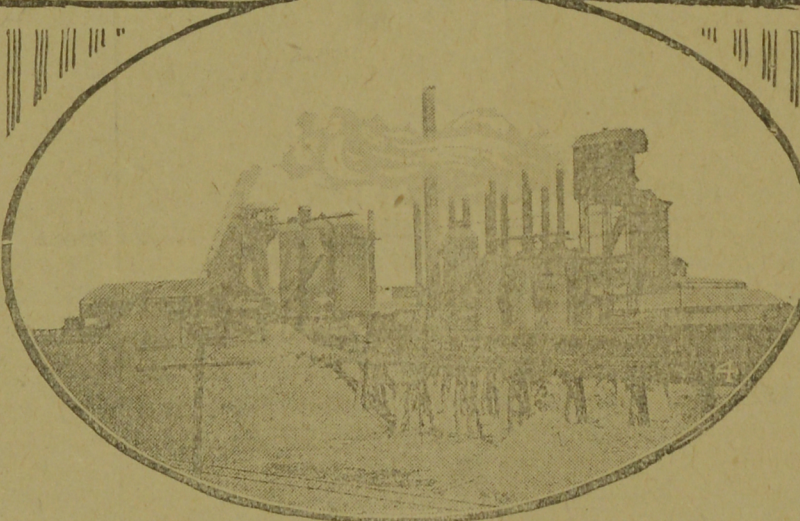
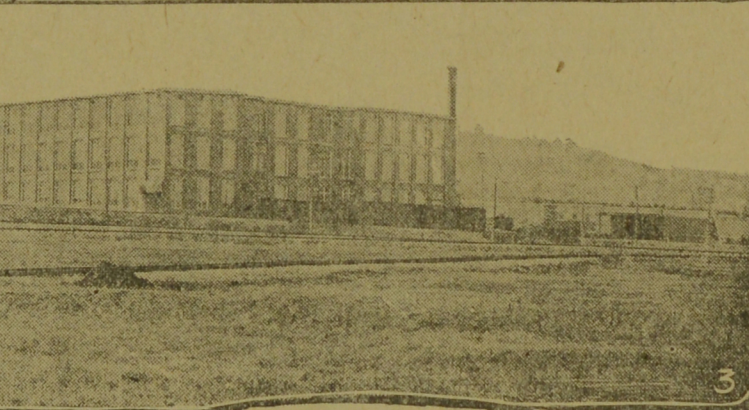
Speaking broadly, the American firms which have established themselves in Canada during the past twelve or fifteen months have been actuated by one or both of two main considerations. Either they have had an eye on the Canadian domestic market, and have regarded the present as a favorable opportunity for a campaign in it because of their own abnormal cash reserves, and the exceptional prosperity and activity of the Dominion; or (this is the explanation in the majority of cases) they have had an eye not only to the Canadian market but also to the vast territory of the Entente Allies, and are convinced that in the fiscal arrangements which will follow the conclusion of peace, no neutral country will receive "most-favored-nation" treatment from any of the Allied countries.

Canada, combining the economic advantages of the American continent, with its wealth of raw material and of skilled labor, with the market advantages of a member of the belligerent Entente, is the natural basis of operations for an American concern with designs upon European markets. This, according to the industrial commissioners of various Canadian cities, and of the Canadian Pacific Railway, is the main motive in inducing most of the recent American branch establishments in Canada, and is likely to bring to Canada within the next few years industrial capital running to many hundreds of millions.

American concerns which have established plants in Canada since the beginning of 1915, is an imposing evidence of the attractive power of the Canadian market and of Canadian export possibilities. It should be added that all of the establishments are substantial plants, built for meeting a large business and for carrying on not merely a sales agency or an assembling process, but practically the entire process of production from the purchased raw material to the finished article.

One of the first American products to meet with an avowed policy of fiscal discouragement in Free Trade England, as a result of the war and its effect upon trade balances, was the automobile. The establishment of branches of American automobile concerns in Canada has already been going on for some years, owing to the great growth in Canadian consumption of the article and the popularity of American brands. But the European situation has given a tremendous impetus to the movement. Existing plants have been vastly enlarged, and three new and important plants have been undertaken, those of the Maxwell Motors at Windsor, Ontario, the Chalmers Motor Company at Walkerville, Ontario, and the Chevrolet Motor Company at Oshawa, Ontario. This is exclusive of the acquisition and enlargement of Canadian-owned plants by American firms for the manufacture of American brands of cars.

One of the biggest industrial undertakings of the year was that of the of an immense plant in Hamilton, Ontario. The famous packing house of Procter & Gamble Company, the proprietors of Ivory Soap and of sundry other soap and cottonseed oil products, who have commenced the erection of a new plant in Hamilton, Ontario (which city, it will be noted, is a favorite with American industries owing to its combination of cheap power and good labor supply with the best of shipping facilities). The Flint Varnish & Color Company has put up a branch factory at Toronto, Ontario; and the Link Belt Company is locating in the same city. Sherer & Gillett, makers of store counters, are establishing at Guelph, Ontario. The Maple Leaf Condensing Company, a Detroit concern, is at Chertsville, Ontario. The number of concerns establishing in the Province of Quebec has



been small compared with those of Ontario, but the present labor situation, which is much more favourable in Quebec, is likely to correct that tendency to some extent. An important asset to the industries of Sherbrooke, Quebec, is that of Kayser & Company, the famous manufacturers of silk gloves, stockings, and other articles. The Aetna Explosive Company, at Drummondville, Quebec, has been improperly regarded as a war industry; it is so for the time being, but its immense plant has been designed so as to be applicable to the manufacture of dyes when the explosive business falls off. A rumor, which appears to have good foundation, though not officially confirmed, asserts that one of the great American chemical and explosives concerns has made all preparations for the establishment of a plant for the production of nitrates from atmospheric nitrogen at one of the hitherto undeveloped powers of Quebec Province.

Several American concerns already operating in Canada have found that their existing plants are not equal to the demands which they anticipate. The Dominion Sugar Company, which is largely financed by American sugar-refining capital, is adding a big plant at Chatham, Ontario, to its existing buildings at Wallaceburg in the same province. The Goodyear Tire & Rubber Company is removing from small premises at Bowmanville, Ontario, to an immense property which it has bought at New Toronto, Ontario.

These examples, all of them being enterprises undertaken long after Canada's participation in the war and her financial sacrifices for that cause were known and allowed for, are convincing evidence that the progressive manufacturers of the United States have perfect confidence in Canada as a field for industrial investment. As most of them are looking for an export trade, it would appear that they are satisfied that production costs in Canada will not be materially altered after the war, either as regards labor supply, cost of living, or burdens of taxation. Mr. Graham W. Curtis, Industrial Agent of the Canadian Pacific Railway, stated recently that he had found American business men greatly impressed by the showing of financial American confidence in, and comprehension of, Canada, was greater than strength made by the Dominion since the war, and that undoubtedly at any other previous date.