

Moose Jaw Residents May Change Name Of The City

Only Two Other Cities of the Dominion Have Changed Their Names.

By G. DOUGLAS MACKIE
Central Press Canadian Correspondent
Moose Jaw, Sask.—For many years tourists bringing their fast automobiles to stops within the environs of Moose Jaw, Sask., have gazed thoughtfully at the signs which bid visitors welcome.

The name immediately stirs the romantically inclined to visions of Indian encampments, buffalo hunts, pioneer trail-blazers and the last frontiers. It breathes the very air of adventure. But it isn't so good for business, a large percentage of the citizens contend, and so the name may be changed.

Only two other cities in the Dominion, the records reveal, have changed their names. Moose Jaw may be the third.

Kenora, Ont., summer resort of the north, once struggled under the too-descriptive appellation of Rat Portage.

Berlin, also in Ontario, once suffered the affronts of an intensely patriotic nation, so in 1916 it became Kitchener, after the famous British war lord.

The Moose Jaw Board of Trade, which is affiliated with the Canadian Chamber of Commerce, through a special committee is considering the advisability of changing the city's name and the matter may be referred to a vote of the people.

What the new name will be, is another matter. It has been suggested that a nation-wide contest be sponsored to find a suitable designation.

The procedure necessary is an expensive business. It requires a special by-law, which must be referred to the provincial government. All city seals must be changed as well as the seals of private firms. Legal documents must be revised. Correspondence paper and letter heads must be changed. Maps must be altered. These and many other revisions would follow the re-christening.

(Continued on Page 10, Col. 2)

EXCLUSIVE PICTURES SHOW BYRD PARTY



These exclusive and remarkable pictures from the Byrd South Polar Expedition were brought through with great difficulty from the frozen south. One of the cows taken on the expedition by Rear Admiral Richard E. Byrd is shown being taken out for exercise on the ice and snow, wearing a heavy blanket to protect it from the severe cold which reaches at times sixty

below zero. The snowmobile, shown resting on the ice, is near the anchored supply ship, the Jacob Ruppert and is indispensable in transportation of food from the ship to Little America. The trap-door in the snow is the only available entrance to the cabin at the outpost camp set up about twelve miles south of Little America.

Increased Prices Fail To Offset Short Crops

Based on indicated agricultural production, farm purchasing power throughout Canada will be "spotty" during the next six months. Many districts both east and west have been hard hit by drought. Speaking generally decreased production will not be completely offset by increased prices, according to information

collected by The Financial Post. Maritime farming regions will (Continued on Page 10, Col. 4)

Miss All-America



The all-America girl, "Miss America," title was won by LOUISE SCHMALTZ, a seventeen year old blonde beauty of New Orleans in the amateur beauty contest finals staged at the Chicago World's Fair. Miss Schmaltz competed against the beauty queens from all parts of the U. S. A. to annex the title.

OWNER SATISFACTION is the strongest proof

TEN-TEST

The ideal Insulating Board. It protects you from heat, cold and noise, always giving you solid comfort and your home a modern, beautiful finish.

BRANTFORD-CARRITTE roofing wins the approval of every gaze—its lustrous finish impressively pronounces itself. BRANTFORD-CARRITTE roofing wins the HIGHEST APPROVAL from every owner. Its tenacity, its durable qualities of wear and beauty inspire a ready testimonial to its lasting service and satisfaction.

Brantford Carritte Company Limited

FACTORY, COLDBROOK, N.B.
WAREHOUSES, COLDBROOK, N.B., HALIFAX, N.S.

LADIES' COATS —at— SPECIAL PRICES

For FRIDAY, SATURDAY and MONDAY.—These are not old coats, All New and up-to-date in every way. Nicely trimmed with Fur of all kinds and at prices for Friday, Saturday and Monday that should be worthy of your attention. Come in and see.



- Regular \$35.00 COATS, for \$29.00
- Regular \$30.00 COATS, for \$24.00
- Regular \$28.00 COATS, for \$22.00
- Regular \$24.00 COATS, for \$18.00
- Regular \$20.00 COATS, for \$14.95

ALSO A FEW BEAUTIFUL SAMPLE COATS TO CLEAR AT \$11.95

Buy Now!

REMEMBER—These Prices Friday, Saturday and Monday ONLY.

IT PAYS TO SHOP AT

WILCOX'S
CHARLOTTE ST., - Cor UNION

Store Open Friday and Saturday until 10 p.m.