



Gum-Dipping A Firestone Contribution to Economical Travel

The greatest enemy to tire life is not the chopped-up road, the broken pavement or the harsh grind of rough city streets—but heat, which is created by internal friction. Heat not only weakens the fabric, but also softens the rubber and causes blowouts and tire failures.

Firestone chemists and engineers know that if they could find a way to eliminate this destructive heat and internal friction, the mileage-giving qualities of tires would be greatly increased. Such a method was found and called "Gum-Dipping."

The Gum-Dipping process is one of Firestone's contributions to economical travel—in insulates and impregnates every fiber of every cord with rubber, reducing internal friction and at the same time binding the cords together by a stronger union of rubber, thus giving greater strength and flexibility to the tire.

Firestone dealers everywhere—familiar with Gum-Dipping and its advantages—will gladly explain how thousands of extra miles are built into Firestone tires by this exclusive method. Take advantage of the Gum-Dipping process to lower your tire costs this year.

FIRESTONE TIRE & RUBBER CO.
OF CANADA LIMITED
Hamilton, Ontario

MOST MILES PER DOLLAR



Firestone Builds the Only Gum-Dipped Tires

Timmins Garage

JOS. BERINI, Prop.
Fourth Ave. Opp. Public School

AFFLICTED INDIAN WOMAN BROUGHT FROM FAR NORTH

Last week an Indian woman, living about two hundred miles north of Moose Factory, at the Attawapiskat Post, was brought south for treatment for mental trouble. Constable Trulove of the Royal Canadian Mounted Police, who is in charge of an immense territory in the far north, assisted the woman's husband in bringing the ailing woman south for treatment. The trip was made by canoe and portages as far as Pagwa on the Canadian National Railways, and it took twenty days to cover that part of the journey. The rest of the way was made by railway to Haileybury, where the unfortunate woman was placed in the jail there until such time as she may be removed to an institution for special treatment.

WHO SUGGESTED THE NAME GIVEN TRIP TO TORONTO?

The name, "Northern Ontario Crusade," applied to the proposed trip over the new North Land trunk road by auto to Toronto next month, is certainly an attractive and interesting one, and many may wonder who was responsible for the choice of the name. In a paragraph last week The Haileyburian says:—"To a local man who does not wish his name mentioned, should go the credit for the name of the monster delegation of Northern Ontario people who will visit Toronto in a body next month and from which is expected great things in the way of advertising the North. This gentleman suggested that the proposed trip was in reality a crusade, and the name 'Crusaders' might appropriately be applied. The committee accepted the suggestion and the 'Northern Ontario Crusade' will go down in the history of the North as the greatest event of its kind ever attempted."

This paragraph may start a regular guessing competition as to the originator of the apt and clever name. In such a case The Advance would guess that it was Mr. Geo. T. Smith, a Haileybury man, widely known these many years for his keen and capable interest in all matters for the advantage of the North.

TO INVESTIGATE CHINA CLAY DEPOSITS IN NORTH

Ontario Department of Mines to Survey the China Clay Field Along the Mattagami

A number of people in this North have had great confidence in the wealth of the China clay deposits along the Mattagami north of Cochrane. Mr. Arthur Stevens, of Cochrane, is an enthusiast in the matter, and there are others. Up to the present, however, they have been handicapped more or less because there has been no official review of the field, and the general public does not take the same interest in China clay that is taken in the precious metals for interest. The only white burning kaolin, or China clay, so far found in Canada and developed to the working stage, according to The Financial Post's Survey of Mines, is at Remi d'Amherst, Papineau county, Quebec. China clay is one of the valuable pottery clays for which there appears to be large demand.

All will be interested to know that the China clay deposits along the Mattagami will be investigated by a party from the Ontario Department of Mines to be sent out this fall. The announcement to this effect was noted in The Canadian Lumberman in its issue of August 3rd. The Canadian Lumberman also touches on another interesting point,—the fact that China clay is not only used in pottery, but that it is also of special interest to the manufacturers of coated book papers, the clay being used in the sizing of the papers to give the desired smooth surface. The Canadian Lumberman says:—

"It is of interest to the coated paper manufacturers and distributors in Canada that the Provincial Department of Mines will this fall conduct thorough examinations and tests as to quantity, quality and commercial value of the China clay deposits in the Mattagami River district. This announcement was made recently by Hon. Charles McCrear, Minister of Mines for Ontario.

"R. B. Harkness, Gas Commissioner for the province, will have charge of the investigations, which are to be made in conjunction with similar operations by the Douglas interests of Toronto, who have extensive holdings in the territory mentioned.

"These deposits, which are located eight miles north of Smoky Falls, have been for years the subject of much discussion in prospecting circles. They contain, it is said, fibre clay for fuel bricks, china clay for pottery and paper-making, silica sand for the manufacture of fine glass and quantities of aluminum with its various by-products. The Government has been keeping an eye on them and on the development work that has gone on and is now taking steps to determine just how valuable they are. Extensive boring and drilling are included in the department's test programme."

OFFICERS FOR TEMAGAMI SUMMER SCHOOL FOR YEAR

The annual summer school at Temagami, under the auspices of the United Church, concluded last week, after one of the best attended and most successful years. For the ensuing year the following officers were elected:—

Honorary presidents, Rev. N. Rawson, of Cobalt, and Rev. J. D. Parks, of Timmins.

President, Rev. J. C. Cochrane, North Bay.

Vice-president, Rev. M. N. Omond, New Liskeard.

Secretary, Miss Irene Doan, North Bay.

Registrar and treasurer, Rev. J. F. Anderson, Kirkland Lake.

It is estimated that there were over 3000 people at the annual T. & N. O. employees' picnic at Liskeard Beach recently.

BRITAIN STILL STANDS TRUE AND STEADFAST

Britain is Not Decadent in Any Way is the Message of Premier Baldwin in Eloquent Address.

At one of the functions at Montreal to welcome the Prince of Wales, the Duke of York and the Premier of Great Britain, Premier Baldwin in his eloquent and comprehensive address on British problems, dealt very effectively with the slander that since the war Great Britain has shown decadence. His words are worth reading and re-reading in this respect. He said:—

"I have not been in Canada long enough to know what you think about Great Britain. But if anybody tells you, or if you read anywhere—no matter by whom it is written—that Great Britain is decadent in any way that is the biggest mistake in the world to-day. We have our difficulties. I do not minimize them. But there never has been a time when she has shouldered her burdens more manfully, nor is more determined to progress and go forward than she is today. There never has been a time when there was more life, more keenness for progress, for education, for science, for discovery. There has never been a time when the Old Country was more quivering with life. We may, as I have said, make our mistakes. We have our difficulties. But the heart of the country has never been sounder. It has been tempered by that terrible experience we all went through. We are suffering from the loss of a whole generation of young men, but we know it and we are determined to make good. And the young men coming forward are proving worthy successors of those who fell in France and Flanders. They are taking their places, and the older men are determined to stick it until the younger ones are ready.

"There is no doubt that the half century ahead of us, of all of us, is going to be a momentous one in the history of the world, because one of the most serious results of the war, lasting as long as it did, was that we passed through about half a century of progress in ideas in about four years. That applies to the old world. I don't presume to speak about Canada. So you cannot wonder that things in Europe sometimes are puzzling to those who have the good fortune to live where you can make a fresh start, and don't forget that.

FORMER ITALIAN PREMIER ON FOREST CONSERVATION

The following is the list of commandments once published in Italy by a former premier of that country, Luigi Luzzatti, in regard to trees and forests. It is well worth perusal and consideration in this country, where there is great forest wealth even yet, but where so much of that wealth has been wasted and destroyed. The premier's commandments included:—

Thou shalt love, and preserve against all damage, the tree and the forest.

Thou shalt recall that deforestation, a sign of ignorance, injures the homeland and lovers it in foreign esteem.

Thou shalt teach to the mountaineer that love of his native home does not permit the destruction of trees.

Thou shalt labour in such way that every year it will be possible to plant in the ground a certain number of saplings, in celebration of Arbour Day.

Thou shalt improve, but not to the detriment of the forests, the marshes and pastures of the mountains.

Thou shalt recognize that pastures, though useful, are harmful to the mountains if ill used.

Thou shalt co-operate with forestry experts in preaching the creed of the tree, and thou shalt instruct those who should observe the laws of the homeland, which is the guardian of the forest and of the mountain.



Hotel meals for kiddies are no problem for me

"When Jean eats away from home, I always give her Kellogg's Corn Flakes. I know how easy to digest they are—while Jean simply loves them!"

Kellogg's are ideal for kiddies. So crisp, so crunchy, so deliciously flavored. Have them for lunch, dinner or breakfast. Serve with milk or cream. Extra good with fruits or honey added.

Made by Kellogg in London, Ontario. Oven-fresh in the inner-sealed red-and-green package. Demand the genuine! At all grocers. Restaurants.



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HOME!

There is magic in that word "Home" which never can be forgotten.

Did you ever stop to think how few homes would be secured unless *someone* saved money?

We invite your Savings Account and will arrange to accept deposits by mail when required.

The BANK OF NOVA SCOTIA

ESTABLISHED 1832

Capital \$10,000,000 Reserve \$19,500,000
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WHEN SENDING MONEY ORDERS

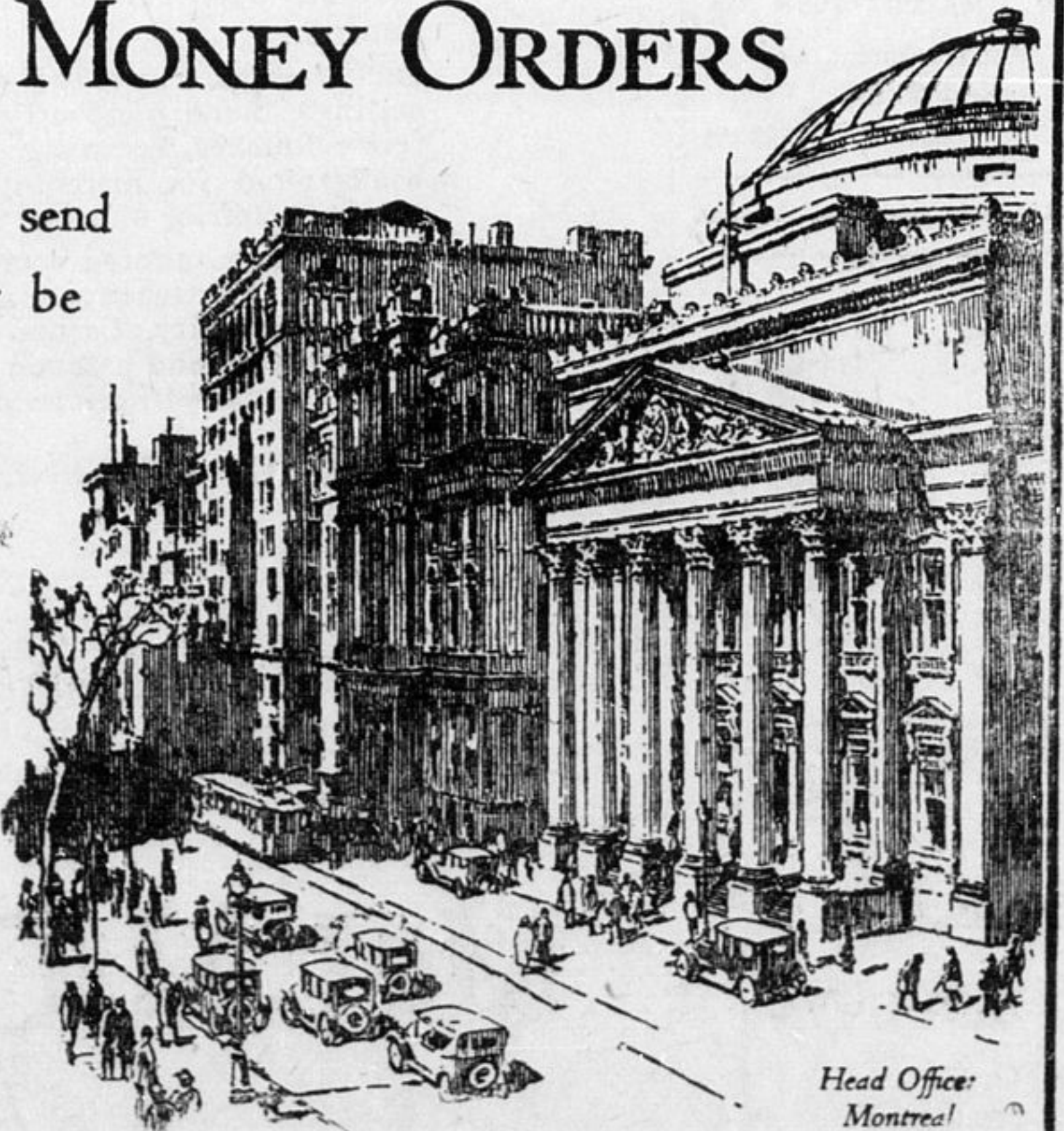
WHEN you have occasion to send Money Orders they may be obtained readily at any branch of the Bank of Montreal.

W. J. WALLACE,
Manager Timmins Branch

BANK OF MONTREAL

Established 1817

Total Assets in excess of \$780,000,000



Head Office: Montreal

WARN CHILDREN AGAINST TOUCHING DYNAMITE CAPS

For several years past The Advance has been urging greater care in the handling of percussion caps. Often these caps are left around within the reach of children. The result has been that many unnecessary accidents have occurred. Those handling explosives should take especial pains to prevent the possibility of accident. No explosives should ever, under any circumstances, be left where children may secure them. In addition all parents should warn their youngsters against even touching the caps under any circumstances. In an editorial article on this subject The Sudbury Star last week says:—

"Throughout the North, and in other sections of the country as well, there have been from time to time casualties among children as a result of playing with dynamite or blasting caps. Apparently, accidents in the United States, have aroused official action, for the Institute of Makers of Explosives, whose membership includes all the big manufacturers of powder and explosives, has issued a warning to children. The blasting cap contains fulminate of mercury, a very sensitive explosive. A blasting cap can blow a hole through a steel plate one-sixteenth of an inch thick, and can take a child's hand off. Cases have been known where a miner tried to attach a cap to a fuse by biting them together, and his relatives were lucky if they recognized the corpse. Grown men, of course, are supposed to know better. It is the child who finds the shiny cap and begins throwing it or hammering it who needs to be saved. Each year, says the Institute, about 500 children are crippled and maimed by blasting caps found near mines, quarries or in the fields. Children should be told what a blasting cap is. Tell them it is more

INTERESTING SPECIAL NUMBER VERY ATTRACTIVE

The special annual number of The Canada Lumberman is a handsome one and with a great quality of unusually helpful material. The Canada Lumberman for 47 years has been the recognized authority in the lumbering industry, and this annual number suggests the reason for its continued eminence in its line. The issue is well printed, profusely illustrated and well arranged. Thus it is attractive as well as helpful. The advertisements are an important feature of the number, and all interested, whether in the manufacturing, retailing or other branches of the industry, should peruse the advertisements. The time will be well spent. The articles in the issue are timely, helpful and full of interest. Mr. Thos. Hall, superintendent of the North Bay office of the Government Employment Bureau, in a thoughtful article points out that bigger pay is the only solution for the attraction of a better class of labour to the lumber camps. He shows the difficulties encountered by the lumbering firms of to-day, and the uncertainties of the business. Mr. Geo. Wilson, of Toronto, contributes an article indicating that the white pine industry needs improved regulation of production and economic merchandizing methods. There are articles from Nova Scotia, Quebec, New Brunswick, British Columbia and other provinces,—all timely and helpful. The editorial and news features are up to the usual high standard and the issue throughout is most creditable.

dangerous than a rattlesnake. Tell them, if they find one, to run away from it, and let some old person know where it is, so that it may be put into a safe place."



Correct in style—
and wear like
iron
Invictus
THE BEST GOOD SHOE
—always keeps its shape

TIMMINS
Hollinger Stores Limited
Buy Hollinger Quality—It Pays
SCHUMACHER
McIntyre Mercantile Company
LIMITED