

A NEW WAY TO WRITE A
REPORT OF A WEDDING

It is almost impossible to get away from the conventional form in writing a marriage notice without trespassing on the routine methods adopted for other forms of news. In proof of this, herewith is submitted an alleged new type of marriage notice from a recent issue of The Humourist, of London, Eng.:-

A marriage took place at 8.30 a.m. in London recently. We understand that the bridegroom partook of a hearty breakfast, joked with his guards, and walked steadily up the aisle.

This Month's
Columbia Records

Fox Trots:-
Under the Moon.
You Don't Like It (Not Much),
I'm Back in Love Again.
Magnolia.

Waltzes:-
Charmaine.
Autumn Moon.
Dawn of Tomorrow.

Vocal:-
Just Like a Butterfly (That's Caught
in the Rain).
At Sundown.
Like You.

Electrical reproduction makes the new
Viva-sonal records amazingly true to life.
We cordially invite you to hear all the
latest selections.



Have your Phonograph in good
order for Christmas.

Springs and Supplies always on
hand.

Repairing done in 24 hours

Columbia Records and
Phonographs

TOWERS

Next to Hollinger Grocery Store

COSTLY

-BEST-

Buy Cream of Malt.
Avoid inferior quality.

LETTER IN REGARD TO
PROVINCIAL LAND TAX

Settler from Cane Expresses Opinion
on Working Out of the Legisla-
tion

Last week The Advance published an article from The New Liskeard Speaker on the Provincial Land Tax, which is objected to by so many settlers in unorganized areas. Last week The Speaker published a letter from Mr. Herb. Bennett, J.P., Cane, on the subject. This letter will be of interest to readers who are concerned with the tax in question. Here is the letter:-

Cane, December 7th, 1927
To the Editor of Liskeard Speaker
Dear Sir:-After reading in your paper of December 1st, "Provincial Land Tax Act Misunderstood," I am of the opinion that even the New Liskeard Speaker don't understand all the mysteries in connection with the working of this Act. Time will not permit me to go in detail. I am only going to refer to your statement of exemption bona fide settlers. Sec. 4 of the Act reads, "nor in respect of lands, the owners of which are declared by the Lieut. Governor in Council to be exempt from such tax as being bona fide settlers engaged in bringing the land under cultivation or otherwise developing the agricultural resources thereof," all land in unorganized territory is to be taxed exempt by Order in Council.

You explain in your paper that a settler has to apply to Mr. Ryan, Government Tax Collector for a form to be filled in by the Clergyman or J.P. certifying that the person is a bona fide settler.

Who is a bona fide settler? That question has been a live one in Temiskaming for 25 years. The Minister of Lands employs a Homestead Inspector to report on lots.

Sec. 6 of the Act reads as follows: "The Lieutenant-Governor in Council may appoint an officer to be known as the Land Tax Collector and may appoint such other officers, clerks and servants as may be deemed necessary for the administration of this Act." Why impose on clergymen and J.P.'s the doubtful honour of certifying that persons are bona fide settlers. Why don't the Minister of Lands trust his Homestead Inspector to give him the information? The Homestead Inspector is paid for that work. Or they propose running the collecting of the tax as a charitable institution? It is not necessary for me to make any further comment on the Act, as the farmers discuss it when they meet at threshings and the country store.

Yours truly,
Herb. Bennett, J.P.

ADVERTISEMENT BRINGS
LARGE NUMBER REPLIES

A large wholesale house in Timmins last week placed an advertisement in The Advance asking for a young lady or gentleman for office work. Replies were to be addressed to a box care of The Advance. There were no less than 27 replies received over the week-end, showing once more that The Advance want advt. bring results. The drawing power of the want advt. page of a paper is generally recognized as the best indication of the standing of a newspaper in its community. This is generally recognized in the newspaper world. Accordingly The Advance has no cause for complaint in this particular case, nor in any other case in regard to "want advt." The wholesale house is equally pleased with the results obtained, having secured a noteworthy list of applications from which to make a selection. The position has been satisfactorily filled.

SOUTH SHOULD INCREASE
ENTHUSIASM FOR NORTH

Wonders of Industrial and Mining
Development of the North
Should be More Widely
Known.

Intelligent publicity for the North Land will always be a good thing. It is for this reason that The Advance has so persistently repeated the eloquent addresses on this country by men like Hon. Chas. McCrea, Minister of Mines, and Hon. Mr. Finlayson, Minister of Lands and Forests. Elsewhere in this issue will be found a report of an address by Hon. Mr. Finlayson, given to the Empire Club at Toronto last week. This address is well worth wide publicity, emphasizing as it does the idea, so often stressed by The Advance, that every dollar spent on the development of the North Land is a dollar well invested, and that will return many times its amount to the province at large. Equally worthy of attention is an editorial in The Mail & Empire prompted by Hon. Mr. Finlayson's address. The Mail & Empire said:-

"When questions of great importance to the community fail to excite public interest the remark is often made that the people need to be educated. That remark does not reflect upon the average citizen's grounding in the subjects taught in our schools. It is simply a way of saying that before the public can be expected to take a keen interest in a matter that concerns them they should be informed about it. In these times there is no lack of means for communicating information to the people. Facilities therefore were never so abundant as they are to-day. Because they are not made the most of by those who are entrusted with the administration of public affairs the people are kept in the dark about many things in regard to which, consequently, public opinion, instead of being strong and active, is almost non-existent.

"In old Ontario, where the mass of people of the Province live, there should be a high degree of popular enthusiasm about the proved and the promising mining ventures and the striking industrial achievements in our North, an enthusiasm that would be a real driving force in the progress of that part of the Province. We regret to say that the people of old Ontario give too little evidence of a conception of the wonderful resources and astonishing output of production there and of the works established there by men of capital and enterprise. In the very lucid and altogether admirable address delivered by Hon. W. F. Finlayson at the Empire Club luncheon yesterday facts were given which many of those present never grasped the magnitude of before. They heard from him about the power plant and the paper mills at the Iroquois Falls with the surprise that might be felt over the marvels of industrial development in some far-away country. What he had to tell them about the riches of the Kirkland Lake district and the operations there, as well as of other mining fields of the North, brought things home to them of which they ought to have been spreading the fame for the last two years. The administration of that region, the Government expenditure thereon upon railway extensions, good roads and other services, were the more interesting because Mr. Finlayson's account of them came to many of his hearers as news.

KIRKLAND LAKE CHINESE
PAY FINES FOR NARCOTICS

The Kirkland Lake Northern News last week says:-
"Three Chinese paid fines of \$100 each and costs, while eight more of their countrymen each paid fines of \$40 and costs, in the weekly police court held in the Union Hall at Kirkland Lake last Friday. The evidence presented showed that three of the men were found smoking opium, while their companions were on the premises. A quantity of the "dope" was found by the police and sent to Toronto for analysis. The charge was laid under the Narcotic Drug Act. In the case of the eight ordered to pay \$40 fines the charge was reduced to "being found in a resort," contrary to the statutes."

Sudbury Star:-It is estimated that there are seven million dogs in the United States, not counting the hot dogs.

Guaranteed Appliances at
Notably Fair Prices will
Feature our New
Timmins Store

ELECTRIC

Irons
Toasters
Vacuum Cleaners
Washing Machines
Ranges
Curling Irons
Air Heaters
Percolators
Table Stoves
Fixtures
Lamps
Etc.

Our new store will carry only the very highest grade of electrical appliances and household fixtures and fittings. Guaranteed by their makers, many of whose names such as Westinghouse, Hoover, etc., are household words throughout Canada, they will again be guaranteed by us to give you the utmost value and satisfaction. What is more, you will be agreeably surprised by the very reasonable prices and the generous terms of our convenient payment plan.

Porcupine Power
& Telephone Company
LIMITED

No. 716 B 450 lines 1501 x 3 col News papers Aug. 7, 1927.

Why Mince Words?

This is the open season when automobile manufacturers go gunning for buyers. Read the extravagant claims .. the boasts .. the adjectives and superlatives. You are entitled to the facts. Every high priced, largest-type car has lost sales this year. Although several of the smaller, low-priced cars show gains, the industry as a whole shows a loss as this is written. Yet in contrast Auburn in the first 5½ months of this year built as many cars as all of last year. And in 1926 Auburn doubled its production over 1925. New type merchandise, of greater

value for less money did it. Cars that perform better, ride and drive easier and endure longer did it. The Straight Eight type of car is the undisputed leader today. No Straight Eight is more successful than Auburn. Facts prove it, in the hands of owners as well as in official contests conducted by the American Automobile Association. The reasons for Auburn's extraordinary success are all built into the car itself. We claim it is the greatest value on the market bar none and will let the car itself prove it with you at the wheel.

MODEL 8-88

130-in. wheel base
Roadster \$2925
Cabriolet 3100
Sport Sedan 3145
5-Pass. Sedan ... 3295
7-Pass. Sedan ... 3975

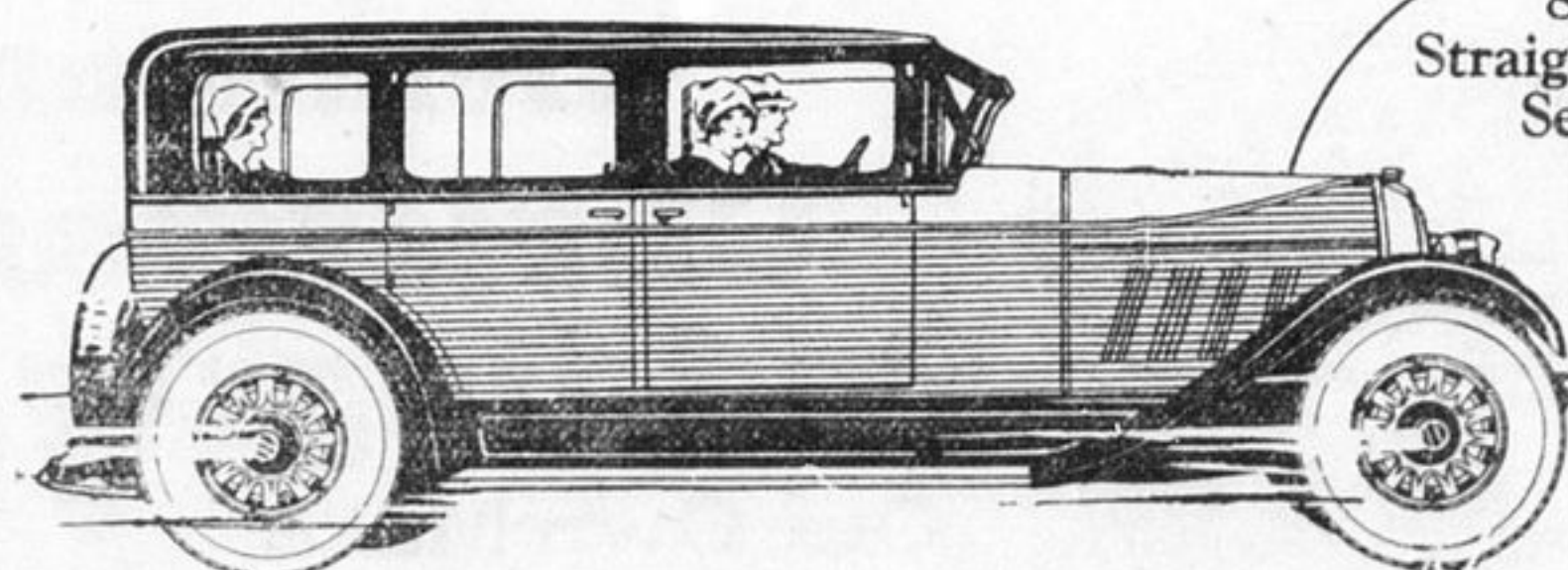
MODEL 8-77

125-in. wheel base
Roadster \$2195
Cabriolet 2465
Sport Sedan 2395
5-Pass. Sedan ... 2625

MODEL 6-66

120-in. wheel base
Roadster \$1695
Cabriolet 2040
Sport Sedan 1955
5-Pass. Sedan ... 2035

AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA



8-77
Straight Eight
Sedan
\$1695
75 m.p.h.
125-inch
wheelbase

DRIVE IT—AND IF IT DOES NOT SELL ITSELF YOU WILL NOT BE ASKED TO BUY

AUBURN
Your Next Car

J. R. TODD, Agent
Schumacher - Ontario

Above prices are f.o.b. Toronto. Details given on application. Correspondence Solicited. Present Show-Room in Schumacher

Maple Leaf Theatre
Schumacher

LAST TIME TO-DAY

Claire Windsor and Norman Kerry

IN
"THE CLAW"
A Big Jungle Picture

FRIDAY & SATURDAY, DEC. 16th and 17th
Seena Owen and Arnold Gray

IN
"THE FLAME of the YUKON"
Comedy and Serial

MONDAY & TUESDAY, DEC. 19th and 20th
Douglas Fairbanks

IN
"DON Q. SON OF ZORRO"

COMING
"The British Clipper"
CHARLIE CHAPLIN in the
"Gold Rush"