

**Make Your Own Soap and Save Money**  
 Full Directions with each can  
  
 Be Sure You Get The Genuine  
**GILLETT'S FLAKE LYE**

**STUDEBAKER POLICY TO BE OF BENEFIT TO CANADA**

"Motive Behind Re-Organization is Desire to Build Canadian Automobiles for Canadians," Says Statement.

With the announcement of a far-reaching reorganization of both administrative and manufacturing policies, the Studebaker Corporation of Canada, Ltd. last week assumed a front rank position among the Dominion's largest independent manufacturers. The announcement, which indicates a friendly divorcement of the Canadian Studebaker organization from the Studebaker Corporation of America, was issued by A. R. Erskine, president of both industrials.

The announcement met unusual interest in Canadian financial centres. The new policies outlined indicate that Studebaker's demands upon Canadian raw materials and labour will be greatly increased. Greater values in Studebaker built automobiles and

greatly increased exportation of Studebaker and Erskine cars is also forecast.

The new Studebaker organization will be directed by D. R. Grossman, formerly sales manager for Studebaker in the Dominion. Mr. Grossman's title will be vice-president and general manager. Having been associated with Studebaker in Canada for the past six years, Mr. Grossman is well known to the Dominion's automotive leaders.

The details of the new Studebaker organization's plans were not known in today's statement. However, those acquainted with Canadian manufacturing will be greatly interested in the general statements.

"The motive behind the reorganization is to be found in our desire to build Canadian automobiles for Canadians," says the statement. "The Studebaker Corporation of Canada, Ltd. is Canadian. We will use more and more of Canada's great supplies of raw materials. Not only will our consumption of these commodities be increased, but new commodities will be added to our purchasing agent's order lists.

"The expansion of the Walkerville plant is a further step towards the Canadianization of Studebaker in the Dominion. We will hire more skilled and more unskilled labour. We hope to build and sell more automobiles than we have in the past. Directly, this plan contributes to greater Canadian prosperity by reason of increased employment given Canadians in the Walkerville factories. Indirectly, many others in Canada will benefit by reason of more extensive purchases of materials and equipment produced in Canada, to be used in the Walkerville factories.

"For a number of years, Studebaker's Canadian policy has been directed towards this more with the idea of ultimately Canadianizing our automobiles. In other words, we feel that American methods of building automobiles are unusually good, but this does not mean that every American plan and style of building meets every Canadian demand. We want to build automobiles for Canada and we want Canadians to approve of them. It is felt that the time has come to go ahead and no time will be lost in increasing the number of cars actually built in Canada. We hope to secure greater efficiency than has been possible in the past, which will result in greater automobile values for Canadian purchasers.

"The expansion of our manufacturing programme in Canada will also include a considerable increase in

export shipments from the Walkerville plants. With the accumulation of more Canadian element in our Walkerville built cars, we will be enabled to ship automobiles to Great Britain under the preferential tariff, as well as to New Zealand and certain other British possessions overseas. On export shipments from Canada into British possessions giving a preferential duty on Canadian built cars, owners in these countries profit directly by the increase of Canadian element in the cars.

"Continuing the precedent already established, the personnel of the Canadian organization will be almost exclusively Canadian. In addition, present plans contemplate that advertising and printed matter shall be prepared in Canada and, in short, a large percentage of every dollar spent in connection with the Canadian business shall be paid to Canadian individuals and Canadian firms.

"The new arrangement will mean a gradual increase in the number of employees at the Walkerville plant. Branches are now maintained at Montreal and Calgary. These will also be greatly increased. The administration offices will continue to be located here.

"This move is a result of Studebaker's faith in Canada," said Mr. Grossman today. "We believe there will be wonderful developments in this country and through this expansion programme, we will naturally become a part of those developments."

**THREE RESIDENTS OF HAILEYBURY PASS AWAY**

Early last week death claimed three well-known residents of Haileybury, when Patrick McComiskey and John Cosgrove Byrne, both formerly of Lanark County, and Mrs. Eudora Clow, wife of Mrs. W. J. Clow, superintendent of the Nipissing Central Railway, passed away. Mr. McComiskey and Mr. Byrne were both buried at Perth. The late Mr. McComiskey had lived in Haileybury for the past nineteen years, for the greater part of which time he had been employed at the Nipissing Mine, Cobalt. While preparing to attend church on Sunday morning, he was stricken with a heart seizure, death ensuing an hour and a half later. Surviving are his widow and daughter also three brothers, W. H. of Cobalt, and W. E. and Peter, at the old home. Mr. Byrne was one of the old-time pioneers of the district. He came to Cobalt 23 years ago, and previously had lived in Sudbury and Sault Ste. Marie. He had followed the mining game for forty years, and in earlier life had engaged in lumbering. He had lived in Haileybury for six years. Surviving are his widow and two sons, J. J., of Haileybury, and W. T., of Westport. Mr. Byrne was 76 years of age.

**Vancouver Daily Province:—**

"Breaking into diplomacy is a costly exercise for Canada. The upkeep of the Washington Embassy is stated to cost \$1,000,000 a year, Paris \$75,000 and Tokio \$50,000. United States Minister to Ottawa receives a straight salary of \$10,000. Maintaining the dignity of his office is said to cost Hon. Vincent Massey \$25,000 a year of his own money. Fortunately he can afford it."

North Bay Nugget:—A man out west asks for a divorce because his wife won't let him keep chickens in the living room. An extravagant demand. He'll be doing very well if he can only meet chickens in the park.

Glasgow News:—"Do make yourselves at home, ladies," remarked the hostess affably. "I am at home myself, and wish you all were!"

**"I MIX THEM WITH BRAINS, SIR"**

When John Opie, the famous painter, was asked how he mixed his colors to obtain such wonderful effects, he replied, "I mix them with brains, sir."

The wise man uses the same ingredient in making investments and includes Life Insurance.

Enquire Today

THE MANUFACTURERS LIFE INSURANCE COMPANY  
 HEAD OFFICE - - TORONTO, CANADA  
 A. W. LANG  
 District Representative, Timmins.

**Free WALLS**  
 THE BEST GOOD JUDGMENT

**A Handsome Booklet on Home Construction**

Containing valuable suggestions on home planning with Gyproc, Rochoard and Insulex. Write for it.

CANADA GYPROC AND ALABASTINE, LIMITED  
 Paris Canada

**GYPROC**  
 Fireproof Wallboard

For Sale By  
 Hill-Clark-Francis, Ltd. - Timmins, Ont.  
 The Geo. Taylor Hdw., Ltd. Timmins, Ont.  
 Marshall-Ecclestone, Limited Timmins, Ont.

**CONSTRUCTION PROGRAMME AT THE SISCOE GOLD MINES**

Preliminary layout plans for the new mill and power plant to be constructed at the property of Siscoe Gold Mines have been completed and construction will be under way very shortly. A complete mine and surface power plant, 100-ton cyanide mill and auxiliary units are to be erected, with provision for stepping up to double the initial capacity at a minimum of expense.

The plant and mill will be electrically lighted and an automatic sprinkler system will be installed through out the buildings for fire protection. The power plant will be completed first and the mine changed over to electrical operation. The entire installation programme is to be completed by November 17th.

**ANNOUNCEMENTS EXPECTED REGARDING APEX MINES**

Further Properties Expected to be Added to Holdings in Both Rouyn and Manitoba Fields

Some interesting announcements are expected within the next week or so concerning Apex Mines. It is understood that at the present time negotiations are under way for the purchase of a number of other properties in the Rouyn area. Should these holdings be acquired Apex Mines will be a large holder in this area as the company already has extensive claims in Northern Quebec as well as in the Porcupine Mining Camp in the Province of Ontario. Just whether Apex will branch out into the Manitoba field is as yet a matter of conjecture but the fact that the directors are holding a series of meetings in New York City at the present time coupled with the fact that representatives of the company recently spent a week inspecting several of the larger holdings in Northern Manitoba would indicate that something of this nature is being considered.

**TOWN WITHOUT BAND APPRECIATES THE BAND**

For the 24th of May celebration and sports at Kapuskasing, the Cochrane town band was secured and the people at Kapuskasing apparently considered the music by the visitors as one of the finest part of the events of the holiday. The Kapuskasing Courier has several references in its last issue to the visiting band, and also the following editorial note which will be of general interest:—

"Those who heard and appreciated the music of the Cochrane band cannot but realize what a great asset a band can be to a town and it is no idle saying that Cochrane may well be proud of its band. The starting and upkeep of such an organization is a very difficult task, and its success is a good barometer of the public spirit of the community. Those who are called on to sponsor and lead in keeping up a band in the ordinary town are deserving of every encouragement and support. The public look for the music but seldom do they give a thought as to the cost of instruments, music, uniforms, and general expenses, not including the loss of time by the musicians. Bandsmen who are not professionals, give their time and talent for the benefit of the community, and their worthy services should be appreciated."

An alarming incident took place recently in a Picadilly restaurant. An Aberdonian offered to stand drinks all round. Five men collapsed and had to be taken to hospital. One of them died. Coroner's verdict: "Death from sudden shock."

The British custom of serving 4-o'clock tea in business offices is fast "taking on" in Canada. Many Canadian, as well as British-born, executives now order Red Rose Tea for their office staffs, because it is the same quality as the finest English teas. Sold by all grocers, in bright, clean aluminum.

Shares of Apex Mines will be called for trading on the Standard Mining Exchange very shortly, it is learned. The stock has been approved and listed and all that remains to be done is for the directors to issue instructions to have it called for trading. When this is done the shares of Apex Porcupine Mines will automatically disappear from the board. There are still a few shares of this stock held but it is in few hands.

A diamond drilling campaign is shortly to be inaugurated on the Apex property in the Porcupine Camp as well as on the holdings in the Rouyn area. Although diamond drilling some time ago failed to disclose results of an important nature, the present campaign of drilling will be carried on in the hope of encountering more favourable results at lower levels. Only a small amount of exploration work has been carried on at the Rouyn holdings but these will be scenes of activity during the present summer, according to recent announcements made by officials of the company.

Victoria Colonist:—Captain Alfred Lowenstein, Belgian financier, and one of the richest men in the world, has the impression that Canada has too many lawyers. Probably he is unaware of the avalanche of new laws that descend on the country every year. If there are too many lawyers it is because there are too many laws, for otherwise how could lawyers live.

Clerk (making excuse for a big error): But sir, man isn't a machine; he can't go forever.  
 Employer: Oh yes he can, your going forever at the end of the month.  
 —Exchange

Where society dances and dines in exclusive clubs, hotels and restaurants... the favorite beverage is O'Keefe's Dry.

Your grocer or druggist can supply you with this sparkling, mellow drink in handy cartons of 6 or 12 bottles.

O'KEEFE'S BEVERAGES LIMITED  
 Toronto

**O'Keefe's Dry GINGER ALE**

**Your Chance to Free Yourself from Cooking Slavery for Only \$5 Down**

Take advantage of the wonderful terms of this big sale and put a Westinghouse Electric Range in your home. With it, you will know the joy of a cool, clean kitchen and of meals cooked perfectly with a minimum of effort. Ends spoilage. Saves food-values. Choose YOUR range today. There is a size and style for every home.

Adorn your Mantle with this beautiful Clock

**FREE** To every range purchaser during this sale will be given this splendid mahogany Tambour clock, 22" wide by 10" high, with Cathedral gong striking the hours and half-hours. Get YOURS today.

**Porcupine Power & Telephone Co. Ltd.**  
 Timmins and South Porcupine




The Old Reliable

**PIG TOP** 5¢

Always the Best Never Equalled for 50 Years