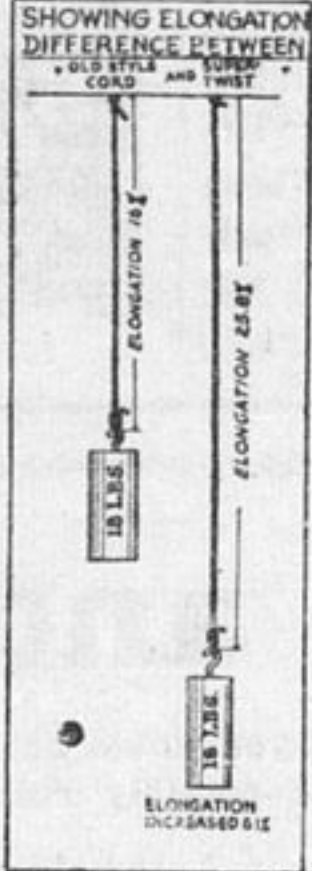


The Only Tires Built with SUPERTWIST

ONE of the reasons we specialize on Goodyear Tires is because they are built with SUPERTWIST Cords.

No matter how good the tread of a tire—no matter how skilful the building—if the cord breaks down, the tire goes.

And in Good-year tires alone do you find SUPERTWIST Cords, which stretch 61% more than ordinary cords, recover from



road shocks, give longer life. See the chart which shows the difference.

Goodyear tires are low in price.

Marshall - Ecclestone, Limited
Timmins, Ont.

Buying at home means service at home

HOW ONTARIO FIGHTS FOREST FIRES THESE DAYS

Methods of Detecting Bush Fires Have Been Revolutionized Within the Past Few Years.

Methods of detecting forest fires have been revolutionized within the past ten years.

In the earlier years the ranger, on foot or canoe patrol, with only a limited vision, was often unable to locate incipient or early fires before they reached dangerous proportions. Today the 125,000,000 acres of Ontario's forest regions are under daily observation, either from aircraft or look-out towers.

The 177 permanent lookout towers, located largely in the eastern portion of the forest region, have at least 25,000,000 acres under daily and hourly observation. The lookout tower, connected up by telephone communication or radio, can secure very quick action by way of suppression.

With the solution of the problem of quick detection of forest fires comes the problem of suppression and fire-fighting.

The methods of forest-fire fighting have been revolutionized along with those of detection, and today instead of the rangers being dependent upon back-firing and ordinary equipment, such as axes and shovels, the Department of Lands and Forests has introduced the gasoline portable fire pump, equipped with linen hose, which can reach fires at great distances from water. These mechanical fire-fighting units have given the rangers confidence, and have enabled the organization to reach and put out many fires which a few years ago would have been uncontrollable. The department at the present time has some 270 of these units, with more than half a million feet of linen hose connected therewith.

Numerous other minor improve-

ments have been made in mechanical equipment, one of the valuable additions being portable hand pumps, with which rangers can transport several gallons of water to incipient or small fires and thoroughly extinguish them.

It is estimated that the department has at the present time upward of three-quarters of a million dollars' worth of major equipment, such as fire pumps, motor boats, auto trucks, railway velocipedes, etc.

Upon the detection of forest fires, one of the first problems is that of transporting equipment and men to the scene of action.

In addition to the use of aircraft in the outlying regions, 23 small motor boats, 35 launches, 53 auto trucks, 34 gasoline-power motor cars are in use.

The ability to take advantage of quick detection methods in reaching fires quickly is of vital importance. In the last few years numerous fires have been overtaken and controlled which in the earlier years would have reached disastrous proportions.

Fire records show that, while the total number of fires does not vary perceptibly, the percentage which do not develop beyond a few acres is greatly increasing. More than 90 per cent. of the fires do not attain beyond 100 acres in extent. Canada Lumberman.

WOULDN'T THIS GET YOUR GOAT? ASKED THE TEACHER

The Aetion Free Press publishes the following as a school boy's essay on "Goats."

"A goat is about as big as a sheep if the sheep is big enough. A female goat is called a butress, a little goat is called a goatee. Goats are very useful for eating up things. A goat will eat up more things than any animal that ain't a goat. My father got a goat once. My father is an orful good man. Everything he says is so, even if it ain't so. This is all I know about goats."

GEOLOGIST SAYS GOLD STILL BEING DEPOSITED

Case of Hot Spring Near Boulder, Montana, referred to. Many Metallic Ores Still in Formation.

There is a common tendency to consider the formation of the metallic ores of the earth as a job fully completed. The average man thinks that so far as metallic ores are concerned it is all a matter of finding the deposits of them; it would create astonishment and disbelief to suggest that such ores are still in the making in this earth. Generally speaking, when anyone speaks hopefully of a continued supply of gold for the world, it is with the idea of new deposits being found of greater extent than imagined. To the question, "Is the world's supply of gold limited?" the average man would be inclined to say "Yes!" The geologist would say "No!" and at least one geologist argues that right now there are many metallic ores in the making. This theory will be rather startling to the ordinary reader though the student of geology will not find it so.

"Whoever wishes to see gold quartz being made need only go to a hot spring near Boulder, Montana, which is depositing gold-bearing quartz that differs in no particular from the gold quartz that is found in the vicinity," says Allan L. Benson, in his recently published book, "The Story of Geology." "This process happens to be taking place on the surface where it can be seen. We may be sure that the sorting out and the accumulation of metal materials is continuing below the surface. We are prone to regard the earth as a finished job, yet nothing is more definitely established than the fact that it is not. The earth is changing now probably as rapidly as ever it did since its early days. Only the brevity of human life prevents us from noting the changes."

"Metals are accumulated in ores in a number of ways. Where fissures penetrate rocks far enough to encounter sufficient heat, the heat converts the metals into gasses and sends them swirling upward where they are deposited upon the surfaces of the fissures. When molten rock burns its way upward through sedimentary rocks, mineral bearing gases also find their way upward, and water is heated to become a solvent of rocks and a collector of minerals. Perhaps the precious metals are mostly found in mountainous regions because molten rock, coming up from below with its gases, has put them there. Hot water is a great carrier of minerals. Such water flows into fissures, deposits its metals, together with other matter for which we have no present use, and forms what we call veins. When water bearing gold flows into a pocket in the rock, a nugget is formed. Mines usually "give out" after they have been carried to a certain depth, because the cracks that contain the ore go no farther. Below is solid rock."

"Loose gold in river beds is gold dust washed down from the mountain," says Mr. Benson. "It is usually such gold that first calls attention to great gold deposits."

EVERY TOWN AND CITY TO BE PROUD OF ITS BAND

In an editorial article a couple of weeks ago The Perth Expositor says: "Every city should have a municipal band. There is nothing like music to stir the soul of humanity and create harmony, satisfaction, and good fellowship. Why do they have bands in the army? Why do they have bands in the navy? It is for the express purpose of keeping the morale of those organizations. Very well, the same should be true then of keeping up the morale of a town or city. Public band concerts are beneficial in various ways, not only in keeping up the morale, but in keeping people out of mischief. Persons who really music are about the last ones to get into trouble. They are not looking for thrills of the adventuresome kind. They receive their thrill from the satisfaction they have in interpreting the vibrations of others' souls—so to speak. There is no denying the fact that music is the poetry of the soul, and every musician is a poet at heart, whether he can write a quatrain or not. There is nothing that stirs the sensitive soul of mankind more than music, and that accounts for people whose ears are out of tune to harmony being shocked when a B-flat is played, and it should be C-sharp. Frequently, writers in metropolitan cities take a "shot" at the country band. It is just where they show their ignorance. They do not know what music is. All they can do is to grind out, in the vernacular of the sports writer, a bunch of "dope." Municipal bands are a necessity, and every town and city should be proud of its municipal organizations."

TO PRESERVE CHILDREN

Take one large grassy field, one half dozen children, two or three small dogs, a inch of brook and some pebbles. Mix the children and dogs well together and put them in the field, stirring constantly. Pour the brook over the pebbles and sprinkle the field with flowers. Spread over all a deep blue sky and bake in the hot sun. When brown remove and place in a bath tub to cool. —Health Bulletin.

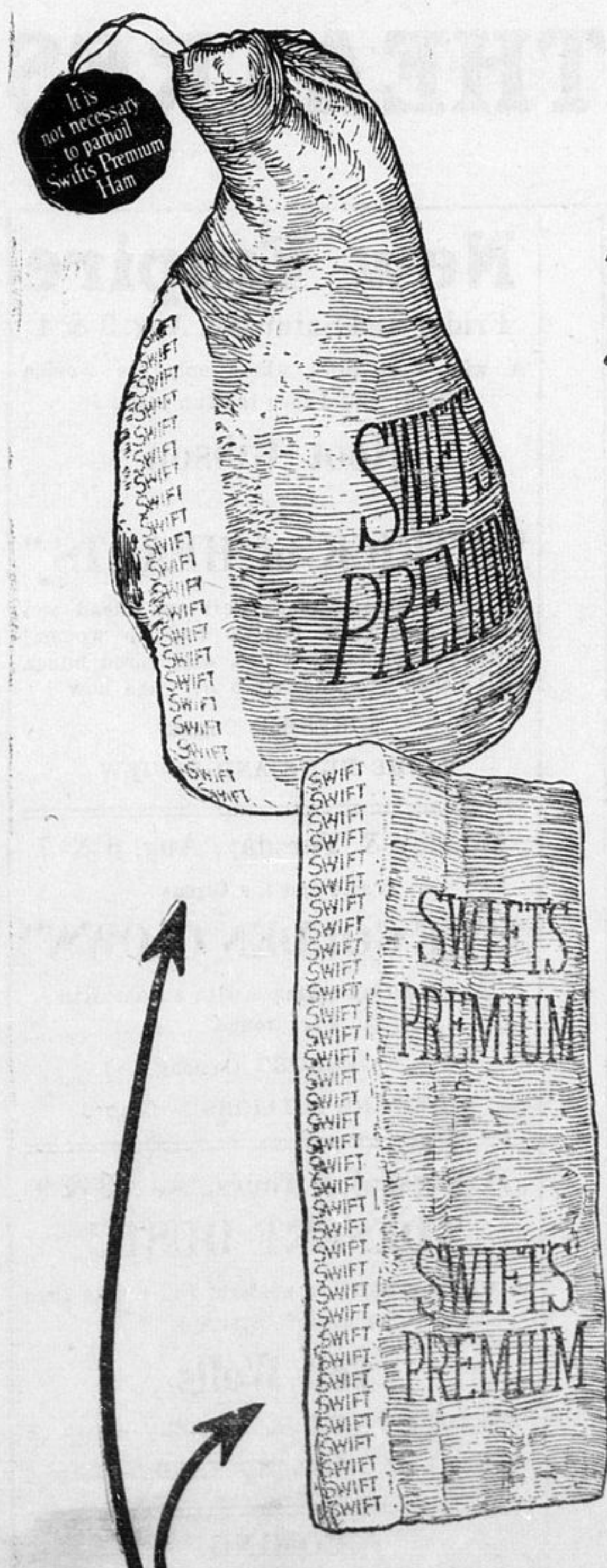
To see the right and not do it is want of courage.—Confucius.

—Exchange.

COBALT LADS RESCUE BOY FROM DROWNING

A special despatch sent last week from Cobalt to The Nugget, The Sudbury Star and other newspapers says that two Cobalt lads by prompt action and cleverness were able to save another boy from death by drowning. According to this despatch:—"Prompt and plucky work on the part of Reginald Brooks and Leonard Baird, two youths of Cobalt camp, saved the life of Frank Kane, about 12 years old, when he got into difficulties while swimming in Cross Lake, a mile from the town. Kane, whose home is at Mileage 104, was about 150 yards from the school at the time, and he had gone down for the second time when Brooks, who lives nearby, went to his rescue and without waiting to remove any of his clothing. He found he could not handle the boy alone and called for help, Baird responding fully dressed. Between them, they got young Kane ashore and brought him around. He was little the worse for his exciting experience and his gallant rescuers suffered nothing worse than a wetting."

Now you can be sure it's Swift's Premium Hams and Bacon



First again in the matter of identification and protection to the consumer and conscientious dealer.

First to wrap fancy hams and bacon to protect quality.

First with distinctive identifiable package with Swift on the wrapper.

First with the identifiable "Not necessary to parboil" tag.

First again to use a large brand on both hams and bacon so greater proportions were identifiable.

First again to double brand bacon with the word Premium, thus increasing the identifiable portions.

First again in branding "Swift" in dots on the side of the ham and bacon. This branding resembles the rich brown color of the broiled ham and bacon, which makes all portions identifiable

When being sliced by the butcher After it is sliced and on display When it is delivered to your home.

This is a protection to the discriminating purchaser and conscientious dealer.

Swift Canadian Co. Limited.

Always look for this branding