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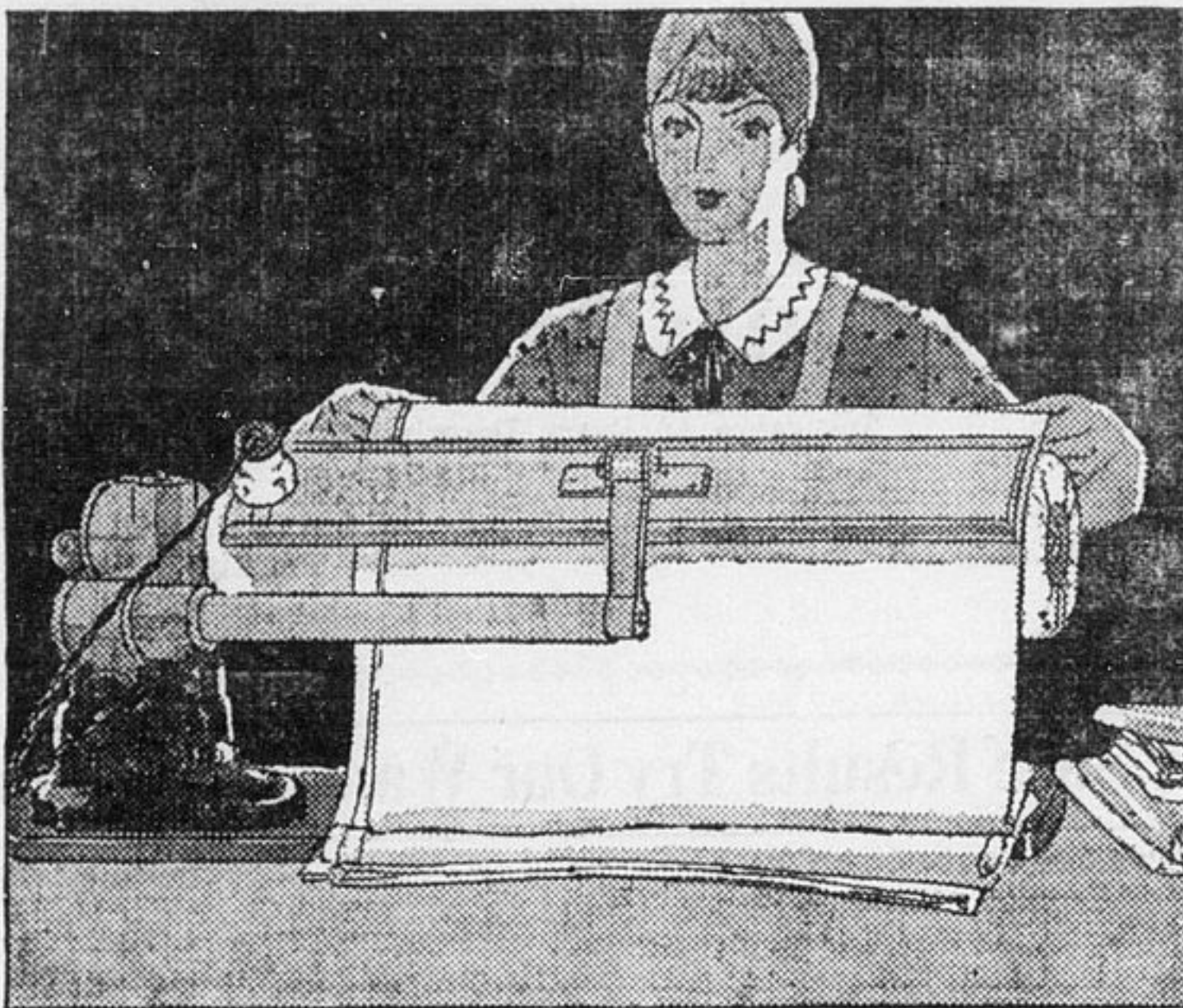
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Cobalt Haileybury New Liskeard Englehart Kirkland Lake
Rouyn Noranda Timmins South Porcupine

NOT THERMOS BOTTLES IN THE PRICE WAR HERE

A couple of weeks ago reference was made by The Advance to a price war on vacuum bottles between two drug stores in town. The one had a sale on the vacuum bottles at a specially low price and the other more than met the price, and the war was on. It closed with the one store giving away the bottles with every purchase, while the other store was selling them at the rate of one cent each. In reporting the event, The Advance referred to the bottles as "Thermos" bottles, which they were not. The word "Thermos" has been so widely advertised and represents a type of vacuum bottle of such general popularity that it has come to be taken as the name for this type of bottle. The line of unconscious reasoning no doubt is that "Thermos" is the standard—the best—and everyone should have the best—so that when asking for this kind of bottle the word "Thermos" is applied. The same thing applies to "Eversharp" pencils, the name "Eversharp" being a trade name, but generally applied to a certain type of pencil even when the pencil is not of the actual "Eversharp" make. The Advance used the word, "Thermos" to describe the bottles on sale in this way, and takes this opportunity to point out that they were not "Thermos" bottles at all, but another type of vacuum bottles understood now to be of foreign make.

BOOKLET ON AVIATION FOR FREE DISTRIBUTION.

A very attractive booklet has been received from the Canadian Air Express, Limited, 400 Bank of Hamilton building, Toronto. The brochure tells of the establishment of the company as an air transportation centre for the province of Ontario.

The little booklet, in itself, is an encyclopaedia of the most useful information pertaining to matters aeronautical, and is divided into chapters such as: "The Air Age is Here," "Lessons of the Past," "Puffing Billy Arrives," "Government Recognition," "Striking Facts do Not Lie," "Service, Comfort, Safety, Speed," "The Hearts of Commerce," "Many Spheres of Activity," "Canada—the Ideal Air Country," "What of the Future," etc., etc.

Copyrighted, the interesting pamphlet is profusely illustrated with a number of half-tone cuts which vividly depicts the various builds of modern aeroplanes, monoplanes and biplanes of all sizes and makes,—land planes as well as seaplanes. Illustrations also show bird's eye views of the City of Toronto and other large cities, besides various European air harbours, giving the reader an idea of the magnitude already reached in aerial transportation in the Old World and the United States.

Anyone interested in aviation and in the development of Canadian aircraft manufacture and air-routes, should possess a copy of this little work of art.

CONSIDERABLE INCREASE IN VIPOND PRODUCTION

Very considerable increase in production is reported by Vipond Consolidated Mines Ltd., through R. S. Dening, director, for the three months ended July 31, 1928, when the production was valued at \$187,000 from 22,455 tons of ore milled. This compares with a production value of \$155,600 for the previous three months' period, or an increase of \$31,400.

The official report states that during the latter part of July an ore shoot was encountered in the drift on No. 9 vein at the 733 foot level, giving ore of commercial grade over drift width for a continuous length to date of 50 feet, with the face still in ore. As this occurrence corresponds with certain surface indications it may prove to be of importance.

In July the Vipond grade of ore ran \$10 per ton, while June was nearly as high. The management hopes to be able to continue at this rate of production for some time, while the mine is working out in an important way, exploring new ground taken from the Porcupine-Crown and Thompson-Krist properties.

It is further learned that the Vipond has strengthened its cash position to a considerable extent and the year ending July 31st will show cash assets in the neighborhood of \$400,000.

SPECIAL SECTION GIVEN NORTH BAY'S NEW HOTEL

Illustrated Newspaper Section Details Magnificent New Hotel at North Bay, Built by Timmins Men

Last week The North Bay Nugget issued a special eight-page section, along with its regular edition, the special section dealing exclusively with the magnificent new hotel recently completed at North Bay by Messrs Leo Mascioli and P. M. Bardesson. Even the advertisements in this special section refer to the hotel. One of these advertisements, celebrating the completion of the Empire Hotel, North Bay, "the leading hotel of the North," is signed by Leo Mascioli and P. M. Bardesson, general contractors, Timmins. Another ad. is that of Smith & Elston, plumbers, North Bay, with head office at Timmins. This enterprising firm did all the plumbing in the big new hotel structure.

The special carries greetings from the City of North Bay as follows:—"On behalf of the City Council of North Bay I wish to congratulate the owners of the new Empire Hotel for their enterprise in building such a magnificent structure in our midst. I feel sure their efforts to give North Bay a thoroughly up-to-date hostelry will be amply rewarded in the patronage they will receive from the travelling public and citizens of the Gateway City. (Signed) E. L. Banner, Mayor."

In referring to the inspiration that prompted the builders of North Bay's new hotel, The Nugget says:—"The founders of the Empire Hotel when they laid down the fundamentals of this house had their inspiration,—the art of good service combined with tasteful surroundings. This model hotel, destined to be the most modern structure of its kind in the North Country, is situated in the heart of North Bay's business section, within easy access of both railway depots and the main travelled highways for tourists. Twenty sample rooms, barber shop and other facilities are housed in the basement, while the Empire Drug Store can be entered from the rotunda or from the Fraser street side of the building. The new hotel has every modern convenience, charmingly appointed rooms—in short, accommodation is such that the most varied tastes can be pleased."

The special section of The Nugget carries half-tone portraits of Messrs Mascioli and Bardesson with the following reference:—"These are the gentlemen, who promoted, designed and built the Empire Hotel of North Bay and who are operating it. Leo Mascioli, president of the company is shown on the left, with his associate, P. Bardesson, secretary-treasurer. Both have had many years of experience in the hotel business and the contracting and theatrical businesses. They have extensive holdings throughout the North, but take particular pride in their most recent venture, firmly convinced of what the future holds for the city of North Bay."

The special section devotes over a column to the good work in plumbing, heating and ventilation done by Smith & Elston. There were more than 30,000 feet of pipe in the plumbing. Referring to the work The Nugget says:—"When the firm of Smith and Elston, Timmins, were awarded the plumbing, heating and ventilation contracts for the Empire Hotel, no mistake was made. This is now apparent by the manner in which the work has been carried out. Completed right on schedule, the contracts were executed in a manner that won the admiration of the promoters. Durable materials of known resistive powers were used throughout and should last indefinitely. Much of the credit for the manner in which the work was accomplished must go to J. O'Connor, the firm's foreman, who personally supervised the smallest details in his usual painstaking manner."

The section contains pictures of the exterior and interior of the hotel, together with all sorts of information relative to the building. Jules J. Joannis, Timmins, was the architect for the new structure.

THOUSANDS ENJOY BIG TIME AT PEMBROKE, ONT.

Literally hundreds from the North Land were among the thousands at the Pembroke Centenary and Old Home Week, and all report a wonderful time. Timmins, Haileybury and Cobalt were particularly well represented at the re-union, and those returning say it was one of the most successful and pleasing events of its kind. The pageant showing the hundred years of history of the town of Pembroke is described as a remarkably clever and attractive feature, while scores of amusement features and items of interest added to the enjoyment of the occasion. The big thing, of course, to most was the hearty and sincere welcome given all by the people of Pembroke, and former residents of the Pembroke district who visited the old town at the time of the Centenary are enthusiastic in expressing their appreciation of everything. "It was like a North Land welcome" is one form of praise, and nothing more than that need be said.

Mrs. E. Stevens has an Easter lily that bloomed on Aug. 13th, this year. There are two big blooms, the flowers being elegant ones. The lily bloomed at Easter time in the usual way and is now blooming again.

Notes of Interest

Mr. J. W. Reed, of Los Angeles, California, is visiting in the camp.

The next regular meeting of the town council is scheduled to be held on Monday, Aug. 27th.

Mr. and Mrs. Wylie, of Montreal, are visiting at the home of Mr. and Mrs. A. Allen, Fourth avenue.

Mr. and Mrs. Reg. Larsen, of Oshawa, were among those motoring to Timmins this week.

Mr. and Mrs. D. Dunn and little daughter motored from New Liskeard on Friday last and spent the week-end with Mr. and Mrs. A. M. Mason.

Mrs. McLaughlin and Mrs. Young, of Toronto, who are making a tour of the North Land, stayed over Monday night with Mr. and Mrs. A. M. Mason.

Mr. and Mrs. Ernest Cameron, of Toronto, were visitors here this week.

All good citizens should note the meeting of the board of trade called for Friday evening of this week.

Mr. W. R. Warren, of Havelock, is visiting his daughter, Mrs. R. Anderson, 22 Sixth avenue.

SISTER OF MR. E. STEPHENS DIES AT DETROIT, MICH.

On Friday afternoon last Mr. Edgar C. Stephens received the sad news of the death of his sister, Mrs. Thos. Bailey, at Detroit, Mich. Last week Mr. Stephens received a letter from another sister telling of Mrs. Bailey's illness and that she was going to the hospital for an operation. The next news received was the wire informing Mr. Stephens of his sister's death. Mr. Stephens and wife and daughter left on Saturday for Detroit to attend the funeral.

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VIA COCHRANE					
Lv. Timmins	9.00 a.m.	August 21st	9.00 a.m.	August 31st	
Lv. Schumacher	9.05 a.m.	" 21st	9.05 a.m.	" 31st	
Lv. South Porcupine	9.17 a.m.	" 21st	9.17 a.m.	" 31st	
Lv. Porquis Jct.	10.30 a.m.	" 21st	10.30 a.m.	" 31st	
or					
Lv. Porquis Jct.	5.35 p.m.	" 21st	6.24 p.m.	" 31st	
Lv. Cochrane	8.50 p.m.	" 21st	7.40 p.m.	" 31st	

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