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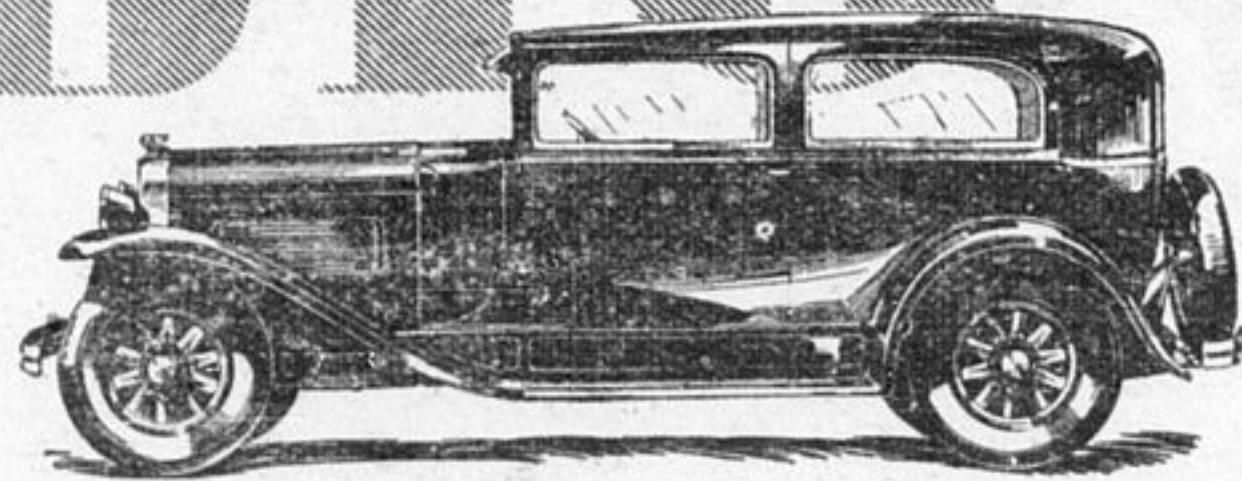
Rideau Hall Coffee, unlike bulk coffee, is always fresh and full flavored no matter how long it stands on the grocer's shelves owing to the vacuum process of packing.

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PONTIAC'S right to the title of Big Six does not rest on size alone. Its big car performance is produced by a big, new engine. Contributing features include a dynamically-balanced, counterweighted crankshaft, the Harmonic Balancer, the G-M-R cylinder head, Lovejoy Hydraulic Shock Absorbers and dirt-and-weather-proof, internal-expanding, four-wheel brakes.

Then the magnificent, new Fisher Bodies are finished and appointed as big car bodies should be. A massive new radiator. Sweeping, full-crown fenders. Deep-cushioned seats. Rich upholstery. Charming interior appointments.

In Pontiac Big Six you get a taste of comfort and handling ease, of smooth-riding and road-mastery that you never expected in any save the higher-priced cars.

Yet Pontiac Big Six offers all these big car features at prices so reasonable as to be within reach of even modest purses. Come in and see it now.

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Timmins, Ont.

PONTIAC BIG 6

PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED

WHY THE CAMEL HAS THE HUMP

An elderly man approached one of the attendants in the travelling menagerie. "Can you tell me what that hump on the camel's back is for?" he asked. The keeper scratched his ear. "What it's for?" he murmured. "Yes; what use has it?" "Well, it's pretty useful, sir. The old camel wouldn't be much use without it, you know?" "But why not?" "Why not?" exclaimed the keeper in surprise. "Well, you don't suppose people would pay to see 'im if 'e 'adn't got an 'ump, do you?"—Tit-Bits (London).

DECIDE NOT TO MAKE ANY REDUCTION IN GROUND FEES

M. F. Fairlie, general manager of the Mining Corporation of Canada, has notified the municipality of Cobalt that no further reductions in ground rents on lots owned by his company and leased to residents at Cobalt can be considered by his company. The general manager stated that, last year, Mining Corporation dropped \$170 on the lots, and the company was now willing to dispose of the surface rights of the lots for sums of from \$50 to \$150. The Council had asked Mining Corporation, along with LaRoc and Aladdin-Cobalt, to consider the general question of ground rents. No answer has been received from the other companies, and meantime the tentative proposal of Nipissing, the largest ground owner, to dispose of the leased lots for one dollar is still under consideration by members of the Cobalt council. Informal remarks at the last meeting indicated the idea was not being received with favour.

The Fergus News-Record says the quickest way to find the population of Fergus is to ring the fire bell. In Barrie an automobile crash is equally efficient—Examiner.

GREAT BRITAIN'S NINE WONDERS OF EFFICIENCY

Each of Them the Highest Point of Achievement in Its Own Line. Says Writer

To counteract any possible general belief in Canada that all the great achievements of business and industry are to be found in the United States, Mr. Herbert N. Casson calls to the attention of Canadians the "nine wonders" of British efficiency. The point he makes in one of his London letters to the Toronto Financial Post is "that Great Britain is still far ahead of all the countries in most of the matters that create a solid prosperity." After all, he says, sky-scrapers are not the only criterion of progress. What Britain does lack is training in the art of self-advertisement. Mr. Casson proceeds to enumerate in the Toronto weekly "nine things that are not to be found either in the United States, or anywhere else," and each of which he declares to be "the highest point of human achievement in its own line. Here they are—

1. The Midland Bank. This is the largest bank in the world. The big banks of New York are not to be compared with it.

It has deposits over £2,000,000,000. Its total assets now stand at the unparalleled figure of £2,200,000,000.

It is the most progressive British bank, too, as well as the largest. It is not a vast inert mass of capital. It is dynamic. It is constantly offering new services to the British public.

This big bank is not exceptionally large, as compared with other English banks. There are four others that are almost as immense—Lloyd's, Barclay's, Westminster, and National Provincial. These are the "Big Five" banks of Great Britain. They stand in a class by themselves. Their combined assets amount to more than £9,000,000,000. What five banks in the United States, or what ten banks, can make such a showing?

2. London Stock Exchange. This exchange is unique, not only in its size, but in the fact that it is international.

The New York Stock Exchange lists about 1,100 securities. The London Stock Exchange lists more than 4,000. It has four times as many members as the New York Exchange. As for volume of business, it has few artificial booms, but it thinks nothing of handling 3,000,000 shares in a day.

It is the one great international mart for the best securities of all civilized countries. It is well managed. It is under control. That is why it is and will remain the centre of the world's finance.

It is run primarily for investors, not for cliques of "bulls" and "bears." It has its speculative side, but it is never overpowered by speculators, as so many other stock exchanges are. There is always a steadiness, that makes it difficult for panics and violent movements to arise. In other words, it is the best-managed and most reliable stock exchange in the world.

3. Lloyd's. This famous Maritime Exchange, too, is unique. There is nothing that even slightly resembles it in any other country. It dates back as an organization to 1771, and as a group of brokers to 1689. It has stood the shocks of eight generations, and it has never broken down.

Lloyd's is an association of about 1,200 men. Individually, they are underwriters; collectively, they are Lloyd's. They have a reserve fund of over \$30,000,000. They have made the seas safe. If you ask why Britannia rules the waves, the answer is—"Lloyd's."

4. Daily Mail. This morning paper has now a circulation of 2,000,000 copies a day. This is the largest circulation, by far, of any daily paper in the world. It is nearly three times the circulation of the New York Evening Journal, which claims to sell more copies than any other American daily paper.

The great new building of The Daily Mail is one of the sights of the world. Nowhere else are there so many presses. As an advertising medium, too, The Daily Mail leads the world's press. Its front page for a day costs \$7,000, and it is often sold out for months in advance.

5. Dispatching-room of the Midland Railroad. As every one knows, the British railroad service comes nearest to perfection. In no other countries do trains run 300 miles without a stop. And in no other country are there so few accidents.

The entire Midland Railroad is operated from a single room in Derby. Not a train moves without an order from this room. This is the highest point of efficiency ever reached in the operation of railroads, and it has been wholly developed by English experts.

6. Shipyards. The three greatest shipyards of the world are in the British Isles—at Glasgow, Newcastle, and Belfast. Apart from one shipyard in Germany, there is no other shipyard in any country that can be placed in the same class with the "Big Three" of Great Britain. The largest American shipyard is a child's playground in comparison with these.

7. Carreras Factory. If a prize were offered for the most perfect and unique factory, it would not go to America. It would go to the new Carreras factory in London.

This factory is an industrialized copy of the Temple of Bubastis, a goddess of ancient Egypt. It manufactures its own climate. Its machinery is so automatic that it makes \$2,000 net profit a year per worker. It has created new standards of comfort and hygiene for its workers.

8. Cadbury Factory. In spite of all the improvements that have been made

FISH LADDERS REQUESTED FOR KIRKLAND LAKE AREA

Also Meeting at Kirkland Lake Urges Need for an Auto Road to Larder Lake

In view of the efforts made here in recent years to secure the installation of fish ladders on the Mattagami river, a recent meeting at Kirkland Lake should be of general interest. This meeting went on record as urging fishways over the dams on Raven river, and also stressed the need for an auto road from Kirkland Lake to Larder Lake. The Northern News gives the following report of the meeting:—

"Quite a number of the leading citizens of Kirkland Lake, Larder Lake and Swastika met on Tuesday evening at the office of M. G. Hunt, to discuss the need of having fishways established over the dams which exist on Raven river. These dams are an effective barrier against the fish coming up from the lower waters into Larder Lake. The law provides that all dams, such as these, shall be provided with fishways, and it was the unanimous opinion of the meeting that steps should be taken to have this phase of the law complied with, and a committee was appointed to collect data on the matter and to submit to the proper authorities a strong demand to have this situation remedied.

"The question of having an automobile road to Larder Lake completed and properly repaired received the consideration of the meeting and a committee was appointed to bring pressure to bear to have this work proceeded with early this year.

"The meeting discussed at some length the desirability of having Larder Lake properly connected with the present good road system, and also the desirability of every step being taken to improve and maintain good fishing conditions in Larder Lake. It was pointed out that Kirkland Lake, by reason of its importance in the mining world, has become a centre of attraction for large numbers of tourists during the summer season, and it was felt that with Larder Lake available as an attraction for fishing and camping all these tourists would extend their stay in the district to enjoy the natural beauties and fishing at Larder Lake instead of remaining only a day or two and then starting on their return trip. Larder Lake could be made such an attraction that these same tourists would return from year to year and bring many others with them. The Reeve and Ex-Reeve and members of the council present agreed with the business representatives present that from a business point of view this would be highly desirable to the whole district and those present who are specially interested in the sport of fishing were enthusiastic over the idea of being able to attract sufficient attention to Larder Lake that it would be improved and maintained as one of the best fishing waters of Northern Ontario.

"A resolution was passed recommending these matters to the attention of the Kirkland Lake-Swastika Board of Trade and it was arranged that an early meeting of that body would be held for the express purpose of giving support to this movement at which the committees appointed would be requested to report progress on the work which they have in hand. All those present at the meeting were urged to get behind the Board of Trade to assist in the matter and to agitate the question among all business men of the district and those especially interested in the sport of fishing.

"Toronto Mail and Empire:—It is good news that King George is smoking again. The taste for tobacco is quick to abandon a smoker when he is seriously ill, and he is generally well on the way for recovery before it returns to him. Incidentally some advertiser is losing an opportunity worth thousands of pounds if he does not tell the world what the King smoked.

"The New Liskeard Speaker last week says:—"As much as we despise the butterfly during the summer months because of the havoc it causes to plant-life in our gardens, yet who could be otherwise then pleased to have one of these summer pests flitting around house plants in the middle of February? At least, Mr. George White was pleased this week to see a butterfly amongst his flowering plants."

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ADD TO THE LONG, LONG ROLL OF JOKES UPON THE SCOTCH

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9. Underground Station at Picadilly. This is London's latest wonder. It was opened last December (December 10 1928). There is nothing else like it in any country.

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Montreal Gazette:—"An Ontario mining authority, in warning the public to exercise care in purchasing mining stocks, says that a lot of people buy on what they call a tip, such as they do in betting on horse races. His advice is for investors to study the market and know something about the mines. This is sound sense, but it is to be feared that the buying on 'tips' will continue, unless human nature undergoes some very radical change.

Perpetuate the Memory of Ontario's Pioneers

This is a young country and there are many duties crying for attention. Time should be taken, however, to preserve the right perspective. In all the turmoil of attempting to build a great country there should be some time taken to remember those who laid the foundations of Canada. Even in the consideration of what the early pioneers have done the people of today will receive inspiration and suggestion for advantage to the country. It is a matter of advantage for the Dominion as well as gratitude to those who have gone before to pay proper tribute to the pioneers. In an editorial article last week The Toronto Mail and Empire says:—

"The movement started by a number of historical and patriotic associations to perpetuate the memory of the pioneers of the province deserves to be recognized and encouraged by the government. The moral and physical standards of these early settlers formed the foundation on which the progressive and enlightened province of Ontario has been built. They gave a stability to public life and a decency and dignity to private life which may well be envied by some of the larger and wealthier communities of the world. Their merits may be forgotten as newer generations arise and pass on. The stones which mark their graves may fall into decay and the graveyards themselves may in time be abandoned. One may be sure that such neglect has none of the spirit of vandalism, but it is the natural consequence of passing history. It is now proposed to make an organized effort to preserve these memories of the past. In some places abandoned graveyards have been repaired and have begun to assume once more an appearance more in keeping with the sacred purpose for which they were established. When public attention is called to these examples, it is probable that more places will take up the work of restoration. But to make the work more widespread and more effective organized effort is necessary and a small committee has been formed under the chairmanship of Dr. T. E. Kaiser, M.P., of Oshawa, to consider the best plan for removing the mantle of neglect which has lain too long over many of Ontario's pioneers."

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BUTTERFLY FOUND AT NEW LISKEARD IN FEBRUARY

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CHEERS FOR MINISTER ON RETURN TO LEGISLATURE

Hon. Charles McCrea, minister of mines, quietly entered the legislature and took his seat almost before he was noticed by the other members.

Premier Ferguson was just remarking after the reading of Hon. William Finlayson's bill to amend the election act that it is most desirable that every bill should be fully explained before it goes to the committee in order that every member should be seized of its contents, when the house burst into applause.

Surprisingly, the premier looked around to see the minister seated behind him.

"I quite appreciate that that applause did not greet my remarks," said the premier, smiling. "We are certainly glad to have our minister of mines back with us with his health fully restored."

"Nothing but talk," was Mr. McCrea's reply when The Mail and Empire questioned him concerning recent reports that he was about to resign his portfolio. "I have no thought of resigning. I am back from a good holiday, in good health, in good spirits, and full of fight."

Wright Engine Builder:—When the street car conductor told the lady that her transfer had expired, she answered irately: "Well, you can't expect much else with the cars so poorly ventilated."

AFTER A COLD BUILD STRENGTH ON Scott's Emulsion

GOOD ADVICE FROM MOTHER OF SEVEN

Recommends Lydia E. Pinkham's Vegetable Compound

Toronto, Ont.—"I began taking Vegetable Compound for nerves and other troubles and I must say I felt different after the first dose. I have been told this last six months that I look twenty-five, although I am now forty-seven and have had seven children. I have taken the Vegetable Compound regularly for some time and sleep well, rise early and feel young."—Mrs. MCKEE, 18 Laurier Ave., Toronto, Ontario.



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PURE COFFEE

You'll Drink it Again!

GOLD MEDAL COFFEE

It's full-bodied coffee flavour makes a real man's Drink.

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A ZIG-ZAG Book attached to every package

COLLECT THE CARD PICTURES

MACDONALD'S Fine Cut

The perfect team for those who prefer the "makings"

A smooth smoke in papers that stay stuck

The ideal combination, used everywhere in Canada by men who roll their own.

W.C. MACDONALD INCORPORATED, TOBACCO & CIGARETTE MANUFACTURERS, MONTREAL, CANADA