

OR the first time in motor-car history, you can have all these big-car characteristics without paying big-car prices:-

Big, six-cylinder engine, with GMR highcompression cylinder-head.

Accurately balanced line-of-drive and Harmonic Balancer.

New fuel pump and redesigned carburetor. Internal-expanding four-wheel brakes, dirtand weather-proof.

Lovejoy Hydraulic Shock Absorbers. Spring covers.

Foot-controlled tilt-ray headlights. Large, roomy Body by Fisher, with genuine Ternstedt fittings and rich upholsteries.

Marshall-Ecclestone, Limited Timmins, Ont.

PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED



That "can't-be-copied" flavor has made Kellogg's Corn Flakes the largest selling, ready-to-eat cereal in the world. 12,000,-000 people enjoy them every day. You'll find their extra crispness especially inviting these spring mornings. Try them with sliced bananas and milk or cream.



Order a package of Kellogg's Corn Flakes from your grocer. Great for lunch or for the children's evening meal. So easy to digest. Serve with milk or cream and add fruits or honey.

Always get Kellogg's-the original Corn Flakes. Order at hotels, restaurants-on diners. Oven-fresh in the redand-green package. Made by Kellogg in London, Ontario.





INTERESTING INFORMATION REGARDING THE ESKIMOS

Some of the Unusual Customs and Habits of the Natives of the Far North. Eskimos Noted for Their Good Nature

interest. There is the interest always difficult.

"No one could pretend to be an au- that country, bills have no meaning, thority on the Eskimos who has only sees and hears things which give some idea of the life of the natives.

"One thing which rather intrigued me was their practice of passing children around. Parents who have four or five children are quite glad to make the gift of an infant, sometimes of a child before birth, to a couple not blessed with children. One notices the wonderful relationship existing between parents and children. The later are very well behaved, and the older folks have the most kindly feeling toward the younger ones. A trader who has been in the country for 16 years told me that in all that time he had seen only two spankings, and both of them were rather light affairs. The Eskimos cannos build up a fortune for his old age, he depends on his children, and that is why every couple, as they advance down the years, like to surround themselves with two or three children to look

"Some of the few Christianized, really Christianized Eskimos, may have marriage ceremonies, but those who have lived in the country say that there is no going to church nor house weddings to mark the big day. The young lady simply gathers up her sewing implements, her curved knife for cutting skins, and her other little household effects, and goes to the bridegroom's igloo. If, after two or three years, no children have resulted, the marriage may be dissolved. Another custom quite prevalent is_the betrothal at infancy, sometimes before, of children. If, on growing up, the young man finds that the young lady who has been chosen for him is not to his liking, he may take another. Then, if he finds that other not quite suitable, he may go back and claim the first one, even though she be married to another in

the meantime. Around the trading posts, where the missionaries have "evangelized" the people, things are a little more regular, and there is not the wide exchange of wives as happens at the feast of Sedna in some of the more distant places. If the Eskimo woman does not enjoy the place that her civilized sister has, or if she feels down-trodden, she does not show it. She appears to be quite happy and gay. She knows that she is very essential in the Eskimo scheme of things. It is very true that she chews her husband's moccasins to make them soft. It is not true, though, that she wears her teeth down to the stumps do-

"It is considered a very grave offense in the North to give liquor to an Eskimo, and the Mounted Police are very careful to check this practice, heavy fines resulting on conviction.

"So far, the Eskimo has had very little contact with the white man, but with the sudden moving in of prospectors, mining men, and with the probable building up of mines, into the silent land which he has so long considered his own, the native will come in contact with the white man's ways and all the disadvantages of civilization, along with its, to him, dubious advantages. A native can barely withstand even a common cold, which frequently develops into influenza. Some authorities fear that the native will not be able to withstand the blow of civilization. That may be extreme. It is hoped it is extreme, for it is apparent to anyone who has spent any time in that coun-

try that exploration will never be car- quite true. The native takes complithe help of the native. He knows the it perfectly. Whether he is creatively country, is a necessary guide, he knows mechanical has yet to be learned. He how to hunt in a country where white has not the tools or the equipment. men would starve, as some have starv- Undoubtedly he is a genius in his own

only a dozen white men in the world kimo will take strips of deer hide, twist knew how to make a snow house. He and freeze them, and get along quite can make the number twelve and a half | well without wood. He can build, from Some months ago The Advance gave now, for I have half a notion how it is such flimsy materials, a flexible huntan extended review by Mr. Karl Eyre done. Really, he can make the number ing komatik, 30 feet long, that five dogs in regard to life among the Eskimos much higher, because prospectors who can pull, even although it is loaded with and there was very general interest in have spent the winter in the country 2,500 pounds of meat. With what little the article. The habits, customs and have been forced to learn what appears he has the native does wonders. Proslife of the Eskimos are of three-fold to be an easy trick, but which is rather pectors who have lived in the country

prospecting being carried on these days past. The old-timer explained that the man is able to throw off, but which the in their territory by Ontario and other white man had offended the personal natives may take severely? Canadian firms. Mr. Norman C. dignity of the native. Or else had Pearce, of The Northern Miner has threatened it. There was one case of sible. He has divided his year into paid more than one visit to the Eskimo where a white man had whipped, and thirteen lunar months. His counting country and has gathered much inter- had pretended to strike Eskimos who system, however, becomes very compliesting information that will be read were not hurrying their dogs along as cated when it ascends into high numwith much pleasure by readers of The fast as the traveller had desired. Fear- bers. For instance, the number 79 re-Advance. The following is the article ing for their lives, the Eskimos had quires 24 words to express it. They slain the man. It is quite plain that count by the number of fingers and "The Eskimos must be happy-mind- the native is a very proud man. Inde- toes. Twenty is one man, 40 is two ed, because they have eliminated the pendent by nature, quite able to take Eskimos. A few have been Christian-Eternal Triangle," said Charles Kaed- care of himself under most trying cir- ized, but most of them cling to their ing, when I was discussing the Eskimo cumstances, he has developed a dignity old beliefs. They have about three with him after an air trip into the Bar- that is quite justified by personal ac- score gods and goddesses, or rather ren Lands.. It was a sage observation. complishment. The Dominion Explor- spirits, in their repertoire. Around the The Eskimo omits jealousy from his ers prospectors who have been in close trading post Christianity is popular perlist of emotions. He is carefree and contact with the natives for the months haps because Sunday gives them a day buoyantly dispositioned. A man may of the long sub-Arctic winter have got of rest. They are hard working, but have three wives, if he can support that along with them well. By jollying they are as strong for leisure as the many, and the wives appear to be quite | them, laughing at them, with them, the | white. happy. Frequently wives are traded. natives have been brought to do any-A hunter must take a woman along on thing. In his own business of hunting, his hunting expeditions to mend his the Eskimo is not to be lightly thought clothing, to do the cooking and to help of. An ordinary hunter makes the him keep the komatik upright in the equivalent of \$4,000 a year of our heavy snowdrifts. His own wife may money, and many of them have an innot be well enough to go out on a three | come that is the equivalent of \$10,000 a months' excursion into the Barren year. Of course, this does not mean Lands, so he borrows a wife from his \$10,000 in Toronto. Everything the nabest friend, and his best friend pro- tives buy costs them many times the mises to love, honour and cherish the manufactured cost. Gasoline, for inother while he is away. Sometimes stance, which he uses for his auxiliary these temporary arrangements become schooner on the coast, or for his stove permanent, and all are quite satisfied inland, runs him from one to three dollars a gallon. There is no money in

everything is traded. "I mentioned in my story last week tics, but a newspaper man naturally that the Eskimo was mechanically natives for many years, under a single minded, and many people who read the white man, have been mining a coal destory were quite surprised at this. It is posit.'

ried very far in the sub-Arctics without | cated machinery apart and reassembles | way. Deprived of wood with which to "Steffanson writing last year said that | make his komatik or toboggan, the Eswith them say that when mines are roused because of the unusual and the "Speaking of prospectors to one of made up in the Barren Lands the Eskinovel. Then there is the interest be- the old-time traders in the country, the mos will be the shift bosses, provided cause the Eskimos are natives of a part subject of the murder of white men by they are able to withstand the white of Canada that is little known but that is the Eskimo came up. Murder is so man's diseases. That is the big point generally realized to have great possi- foreign to the carefree disposition of in considering the relationship of the bilities. And, thirdly, there is special the natives, as we saw it on this flying Eskimo to the mining industry. Can interest at the present in the Eskimos trip, that we were led to ask about the he be immunized against the combecause of the extended exploring and unhappy incidents that occured in the plaints of civilization which the white

> "In some ways the native is very sen-"The Eskimo can be fitted into the

mining picture. The short experience of Dominion Explorers around Tavane, where three native families are employed for the winter, demonstrated that the native is glad to be relieved of the food and fuel worries of his ordinary life, and gives faithful service in return. In a primitive way he has been mining for generations, particularly in the Coronation Gulf country, where the Copper Eskimos, as the local tribe is called, have been "mining" the deposits or searching for float, in order to provide themselves with copper points for their weapons, or for utensils. And on one of the big Arctic islands, 800 miles north of the mouth of the Mackenzie,



Sunday Smartness every day of the week!

Shoes A Children



This Crest appears the bottom of every HURLBUT Shoe.

TTURLBUT shoes add to the welldressed appearance of any children. These active feet can be as smartly shod every day of the week. The few

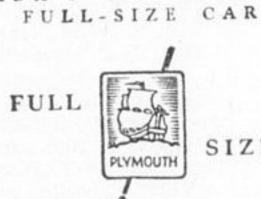
extra cents you pay for Hurlbuts mean a better looking shoe, scientifically constructed to hold its shape, and built of leathers that give longer wear and smart appearance.

You can buy Hurlbut Shoes from any of these family shoe stores as below

Hollinger Stores Limited Third Avenue, Timmins



uality is the Keynote of what People Say about Plymouth



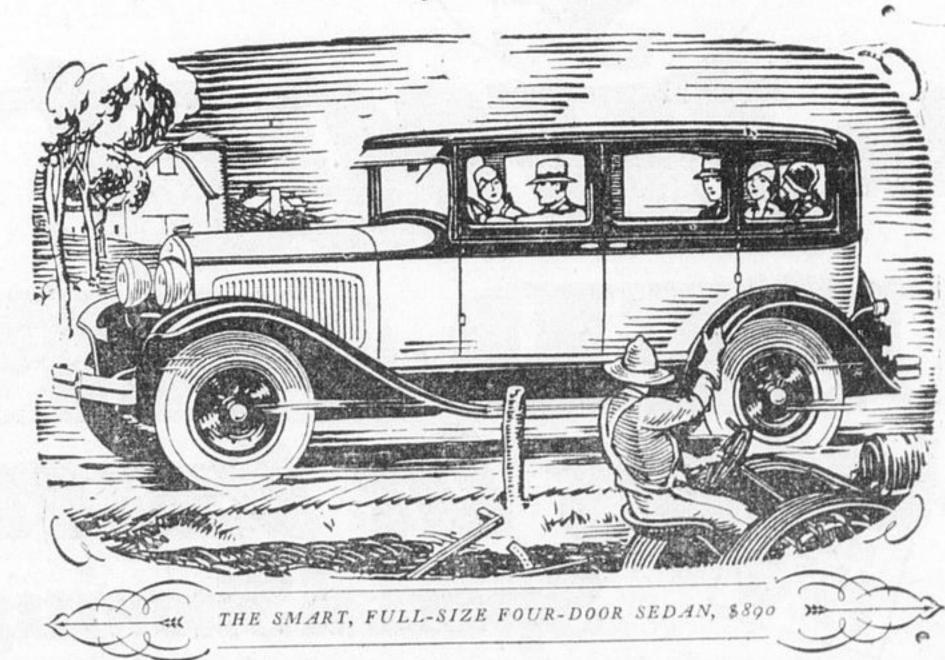
SIZE

WHEN people discuss Plymouth, quality is invariably the keynote of their conversation.

They say most complimentary things about its Chrysler smartness, its charm, its slender-profile radiator, its graceful "air-wing" fenders, its arched windows, its chromium-plate bowl-type lamps.

They comment highly on Plymouth's full-size dimensions, its richness and spaciousness, its wide, deep seats, its exceptional leg-room.

THE Plymouth-product of Chrysler engineering and craftsmanship-has been so named because its endurance and strength, ruggedness and freedom from limitations so accurately typify that band of British people who braved the Atlantic three hundred years ago in pursuit of new high ideals.



and upwards

f.o.b. Windsor

They refer glowingly to the powerful performance of Plymouth's 45 h. p. engine, of Chrysler "Silver-Dome" principle-its speed, its pick-up, its ability on hills, its smoothness, its quietness.

They speak of Plymouth's safetyof its fuil-size Chrysler weatherproof 4-wheel hydraulic brakes, its rugged full-size chassis, springs

and axles. They praise Plymouth's amazing economy in fuel, oil and upkeep.

After all, it is only natural that people should talk more about Plymouth's fine qualities than they do about its low price-for Plymouth is, first and last, a motor car of intrinsic quality and value

Coupe, \$820; Roadster (with rumble seat), \$850; 2-Door Sedan, \$860; Touring, \$870; De Luxe Coupe (with rumble seat), \$870; 4-Door Sedan, \$890. All prices f. o. b. Windsor, Ontario, including standard factory equipment (freight and taxes, extra).

Northland Motor Sales Timmins, Ont.