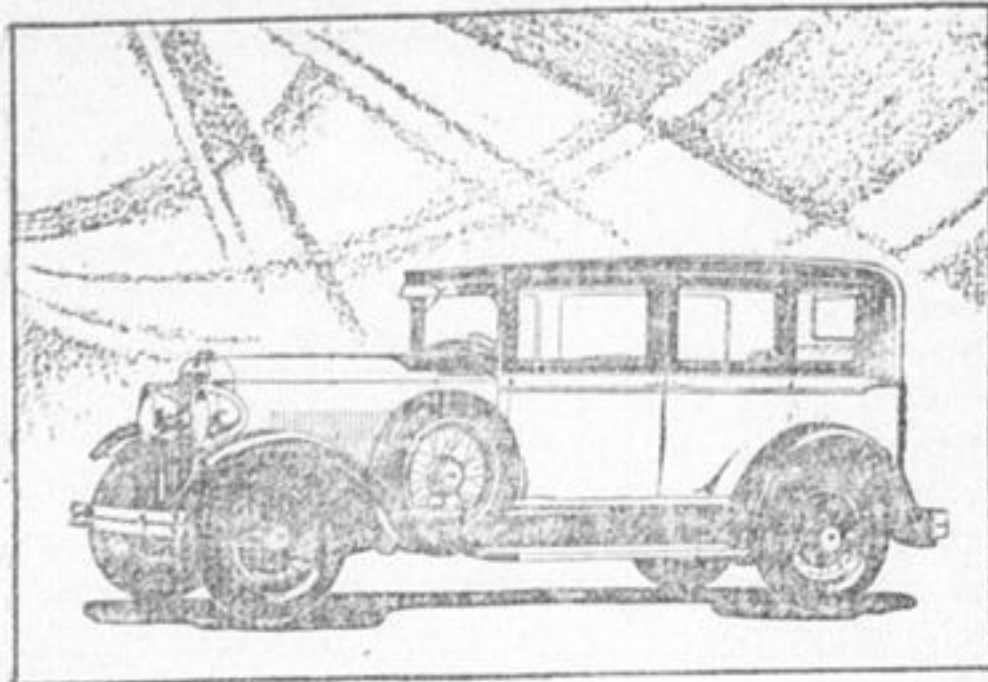


DESIGNED TO DO ALL THINGS WELL



It is an engineering achievement to combine all desirable qualities to an outstanding degree in a balanced whole. Yet that is exactly what Oldsmobile engineers have accomplished in the 1929 Oldsmobile.

Every phase of performance has been developed to a remarkable degree.

In appearance, this finer Oldsmobile is a tribute to the designing genius of Fisher and engineers.

The roomy interiors are luxuriously appointed and richly upholstered. Restful riding ease is assured by four Lovejoy hydraulic shock absorbers.

Come, take a drive in the new 1929 Oldsmobile. Check its new lower prices. Then judge its value for yourself.

Marshall - Ecclestone, Ltd
Timmings, Ont.

OLDSMOBILE



PRODUCT OF GENERAL MOTORS OF CANADA, LIMITED

PROSPECTORS SOON TIRE OF TROUBLES OF CITY LIFE

There is no place the real prospector likes to be as well as on the trail and in the bush. Town life is irksome to him. It is a fact that most of the prospectors in this North who have to spend any considerable part of the year in a town prefer a smaller town to a larger one. Those who for any reason are forced to live any length of time in a city are not well pleased. The point is dwelt upon by a writer in a recent issue of The Northern Miner who says:—

"They have been sitting around all winter telling each other yarns, but now they're getting close-mouthed, packing kits, greasing high boots and preparing to take to the bush. Kids are no more anxious for the close of school than some of the old-time prospectors are for the break-up to end. Last week seven of them were in a Pullman with us bound for points north. And they were glad of it. They had spent the winter 'far from their native haunts,' in the grimy canyons of different cities. Bad air, noise and rattle, late hours, business clothes and bad cooking, they agreed, had just about ruined them. One man declared he felt 15 years older than when he came out of the bush last fall. They said a good many uncomplimentary things about cities.

"I've been in some bum roosts," said one of them, "but I never lived in a place as hard to sleep in as that apartment of mine. Between the street cars, hurdy-gurdys and neighbours I didn't get a good night's sleep in six months. The fellow below me threw brawls every night. Up above the people were musical and had, besides bad voices, a radio, phonograph and piano. Also, they liked dancing after midnight. The couple on one side used to fight over a poodle called 'Kiki.' The other folks were all right. One night I was playing bridge in their apartment and a woman said to me: 'So you're a prospector! My, but finding gold mines must be interesting.'"

OFFERS EMPLOYEES STOCK ON MONTHLY PAYMENT PLAN

Employees of Studebaker Corporation are being offered rights to subscribe on a monthly payment plan to common stock of the corporation at \$2 per share. A block of 15,000 shares has been set aside for this purpose. A. R. Erskine, president, announced today.

Delivery of the stock will not be made until twelve months after date of the purchase, but all cash and stock dividends will be paid to employee subscribers during the time instalment payments are being made. Individual subscriptions will be limited to five shares.

Kingston Whig:—Lucky old boys! They did their kissing when a girl didn't taste of anything but girl.

EMPIRE SHOPPING WEEK TO FEATURE CANADIAN GOODS

Also Goods From Other Parts of the British Empire to be Specially Displayed in Week of May 25th to June 1st

It is probably correct to say that one cannot get a proper background for Empire Shopping Week in Canada without paying considerable attention to the fact that general conditions in Canada over a long period are more stable and sound than in many other countries, largely due to the fact that many of her people are of British stock or are strongly affected by British traditions, deepened and improved by long residence in Canada perhaps, in cases, for three or more generations.

No excuse is needed by any Canadians for holding strongly to the view that the type of civilization and its promise of development as shown in countries of the British Empire is one that Canadians desire to encourage. It is simply a National and right thing for a Canadian or any other British citizen to do.

It is suggested occasionally that an attitude of this sort may in some way offend the susceptibilities of our great friends and neighbours to the South. How can it when they to a great extent share the same traditions modified by North American spaciousness and freedom which Canada shares with them, but modified too by many elements which the most loyal citizens of the United States themselves would say do not tend to raise the average of their civilization? Does that not make it all the more desirable for those who respect Canada to see that her more purely British and Canadian civilization is maintained?

Then, in purely trade matters, we all recognize that there must be very extensive business transactions between Canada and the United States. Many things, because of convenience, because of cheapness, because of amplitude of supply will always find their way back and forward across the border.

Certainly no attempt is being made to upset economic laws.

No country is more strongly seized of the idea of protecting its own industries and encouraging the purchase of goods made at home than is the United States. However, the people of British countries throughout the Empire practically without exception because of their intimate political association with one another and because of the friendliness and feeling of kinship arising out of that association of interest, exert a preference for goods produced or made in their own country and in other parts of the Empire.

That makes Empire Shopping Week in Canada come right into line with the public feeling throughout the Empire. Canada is part of the Empire. She likes to be. She can benefit as greatly from the operations of Empire Shopping Week in Canada as her people or any other people engaged in producing goods in Canada and the rest of the Empire care to do without trespassing one iota on good taste or injuring the good relations existing in any part of the world. We are simply exercising a natural right in a natural way.

The pupils in many schools in Canada are going to be told to-day something about Empire Shopping Week in Canada. The purpose of Empire Shopping Week in Canada is to bring to everybody's attention during the week of 25th May to June 1st and before and after, all of the various products that are made in Great Britain, Canada, and other parts of the Empire and some of the underlying motives relative to trade. When the Empire Shopping Week comes along and the products of various countries of the Empire are displayed in the stores, they will know something about them and will have special occasion to see how much is made in their own country, Canada.

WHAT SOME IMAGINE THEY WOULD DO IF THEY HAD TIME

(Fergus News-Record)
Isn't it funny, too, how many of us harbor delusions that we could become famous or wealthy if we had time. We think that we could write a novel, or a play, or maybe a movie scenario—if we had time. Or perhaps we could develop a new rose or a gladiolus or an iris that would make our name known—if we had time. Or we might write poetry—if we had time. All these make pleasant dreams, but each of us has "all the time there is" and it is most unlikely that, if we were forced to make a change, we would suddenly begin to do the things we have always thought we wanted to do.

FIRE DID NO SPECIAL HARM EXCEPT TO MEAT IN OVEN

The Cobalt correspondent of The North Bay Nugget last week says:—"A roast of beef upset the Sabbath calm around the Cobalt fire hall on the first day of the present week. The meat, placed in an electric oven in preparation for the dinner at the home of Mrs. W. R. Lowery, Lang street, got too much 'juice' when the current apparently was turned farther on instead of off, and clouds of smoke filled the apartments, while the air was charged with the odor of burning beef, when members of the family, returning from Halleybury, entered the house. An alarm was promptly telephoned into the fire hall, the brigade responding and removing the burning roast from the oven. No damage was done, except to the meat, which was burned to a crisp."

EFFECTIVE WAY TO DEAL WITH CARELESSNESS ABOUT FIRE

In a recent issue Canadian Forest and Outdoors says:—
A tender little missive was once dispatched by Napoleon Bonaparte to one of his Government officials:
"Monsieur le Prefet: I am informed that a number of forest fires have broken out in the department the administration of which I have confided to you. You will please have the individuals convicted of having set them shot immediately. Also if fires break out again I shall see to giving you a successor."

HERE IS A REAL GOOD STORY ALL THE WAY FROM ABERDEEN

Amid all the Scottish stories so industriously peddled, and often by Scots at that, here is a real one from The Aberdeen Press and Journal:—
"In two years this reputedly close-fisted and flinty-hearted corner of Scotland has subscribed the best part of half a million pounds for the relief of sweet charity's sake, for the relief of suffering, and the advancement of the science that fights disease. It is a really wonderful and noble achievement. The fame of Aberdeen and the northeast is splendidly enhanced by the whole wonderful achievement. And may we whisper abroad a fact which will be capital for the manufacturers of 'Aberdeen tales'? The raising of the fund has cost to date, only 4s. 8d. per £100."

TEMISKAMING MEMBER BACKED MINING INDUSTRY

Commenting on the stand of Mac Lang, M.P., in regard to the voting in the House of Commons on the matter of the tax on mining stock shares, The Sudbury Star last week in an editorial article says:—

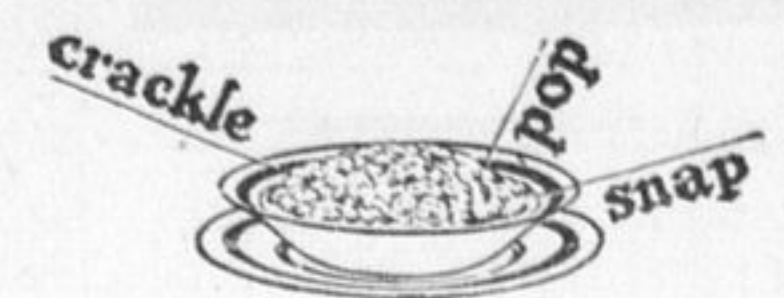
"Party politics, both in and out of Parliament, impel, if not compel, members to stick to their party affiliations regardless of their individual opinions. The public have come to look for straight party votes on the majority of questions that arise. It is therefore inspiring and refreshing to observe a man standing up in Parliament and recording his vote as his conscience dictates. Mac Lang, M.P., for Temiskaming, a supporter of the Government, departed from long standing practice and expressed himself as opposed to the Robb tax on mining stock shares. Here was a conscientious M.P., who considers the best interests of his constituents and, in fact, the citizens at large. The farmers, lawyers, doctors and others comprising the House of Commons might justifiably have followed the lead of Mac Lang, and taken notice of his experience in the mining industry. If he was willing to stand alone against his party on the matter of stock sales taxation his associates should know that there was some merit in his attitude. It is quite evident, however, that Mr. Robb and other members of the Government are not amenable to advice from people who are the most competent to offer it."

MIRACULOUS ESCAPE OF THREE BROTHERS IN CAR

Fort William Times Journal: To plunge down a precipitous 80-foot embankment in a closed car, roll over and over several times in descent, and end their wild career in a muddy stream and to escape without a scratch, was the experience of five Westford youths, among whom were three brothers, Mike, Frank and John Harrison. Falling to take the sharp turn east of Six-Mile creek bridge, the car, a sedan, driven by Mike Harrison, hurled over the embankment and after plowing its way through bushes, trees and fences, suffered surprisingly little damage. During the mad descent a fifteen-foot fence pole crashed through the windshield, and tore a hole in the back of the roof without even touching the five boys bouncing around inside. The car had a door torn off in descending, crumpled mudguards and smashed headlights and windows.

Toronto Mail and Empire:—An ancient city-by-law prescribes that bathing suits must extend from the neck to the knee. It may have been necessary in the good old days, but it is not necessary now and should be repealed. Mixed bathing in much shortened suits prevails in nearly all of the city's tanks and beaches and bathers agree that they do not induce either familiarity or impropriety. The only objection comes from spectators, who should be told to move on or "come on in."

have you heard it?



THE new cereal that speaks for itself—have you heard it tell the world how good each toasted bubble is?

Pour milk or cream in a bowl of golden Rice Krispies—then listen to it snap and crackle. Crisp. Delicious.

Order a package from your grocer today. Made by Kellogg in London, Ontario.

Kellogg's RICE KRISPIES

"throat-easy"

says

Harbour

"In my long experience in vocal training I find Buckingham are the most soothing to smoke and keep the throat in good condition. Personally I enjoy Buckingham very much."

Maestro Carboni of Toronto is well known in musical circles, many of his pupils winning distinction as vocalists and entertainers in all parts of the world.

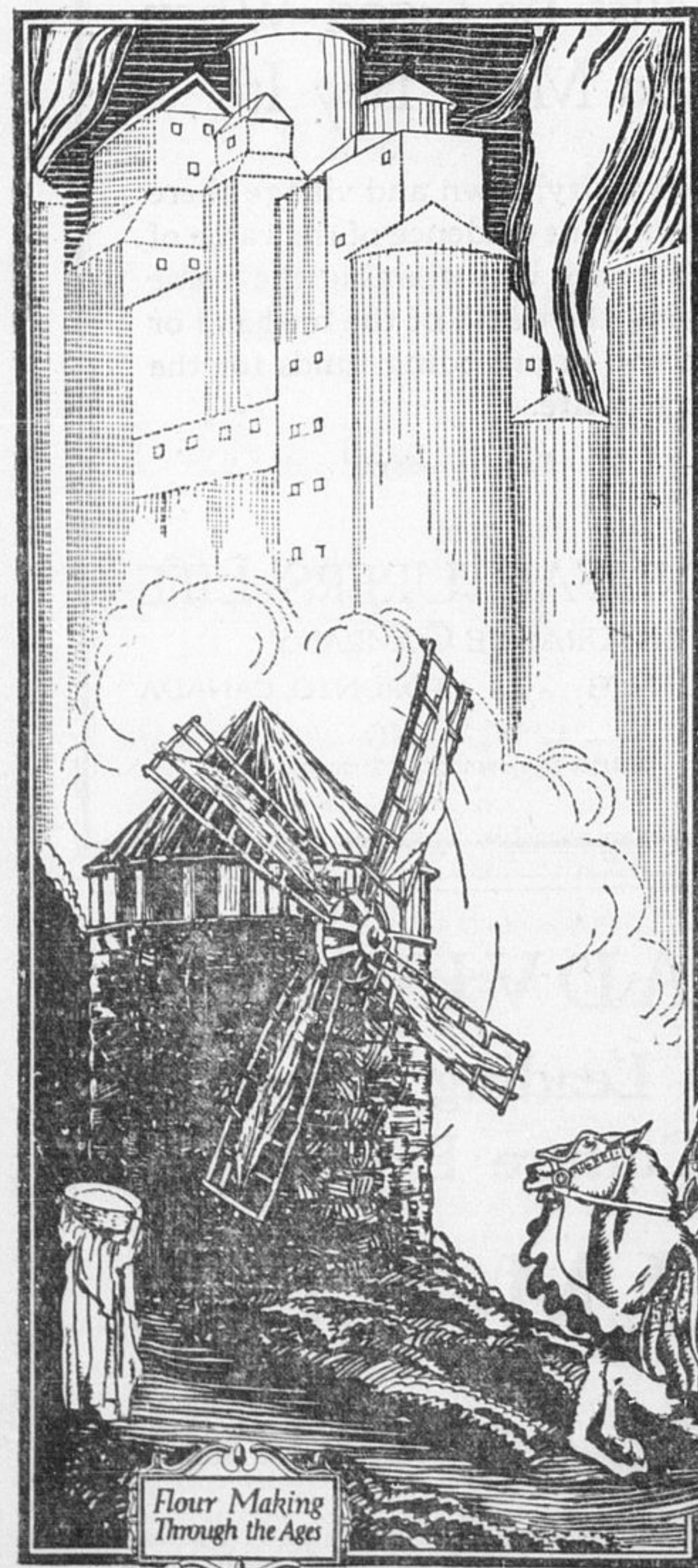


20 for 25¢

IN LONDON A SHILLING

B155

Windmills came with the Crusaders—600 Years Ago



INVENTION moved the minds of men in Palestine. They saw power hidden in the wind and captured it with giant windmills, to grind their grain. When the Crusaders were driven from the Holy Land, they brought back to Europe this idea of the wind-driven flour mill.

From the first windmill, which was stationary and would run only when the wind was in the right direction, to the wind-vane invention, which constantly turned the great wings full into the breeze—there was little improvement until comparatively recent years.

Then in rapid succession came new methods of flour milling, finally developing into the marvellous machinery used for milling Maple Leaf Flour.

This superior Flour is so expertly milled and carefully tested that it is sold under a written guarantee of uniformity and satisfaction. Try a bag for your next baking.

An attractive portfolio containing this complete series of historical advertisements is free upon request.

Maple Leaf Milling Co. Limited, Head Office, Toronto.

Flour Making Through the Ages

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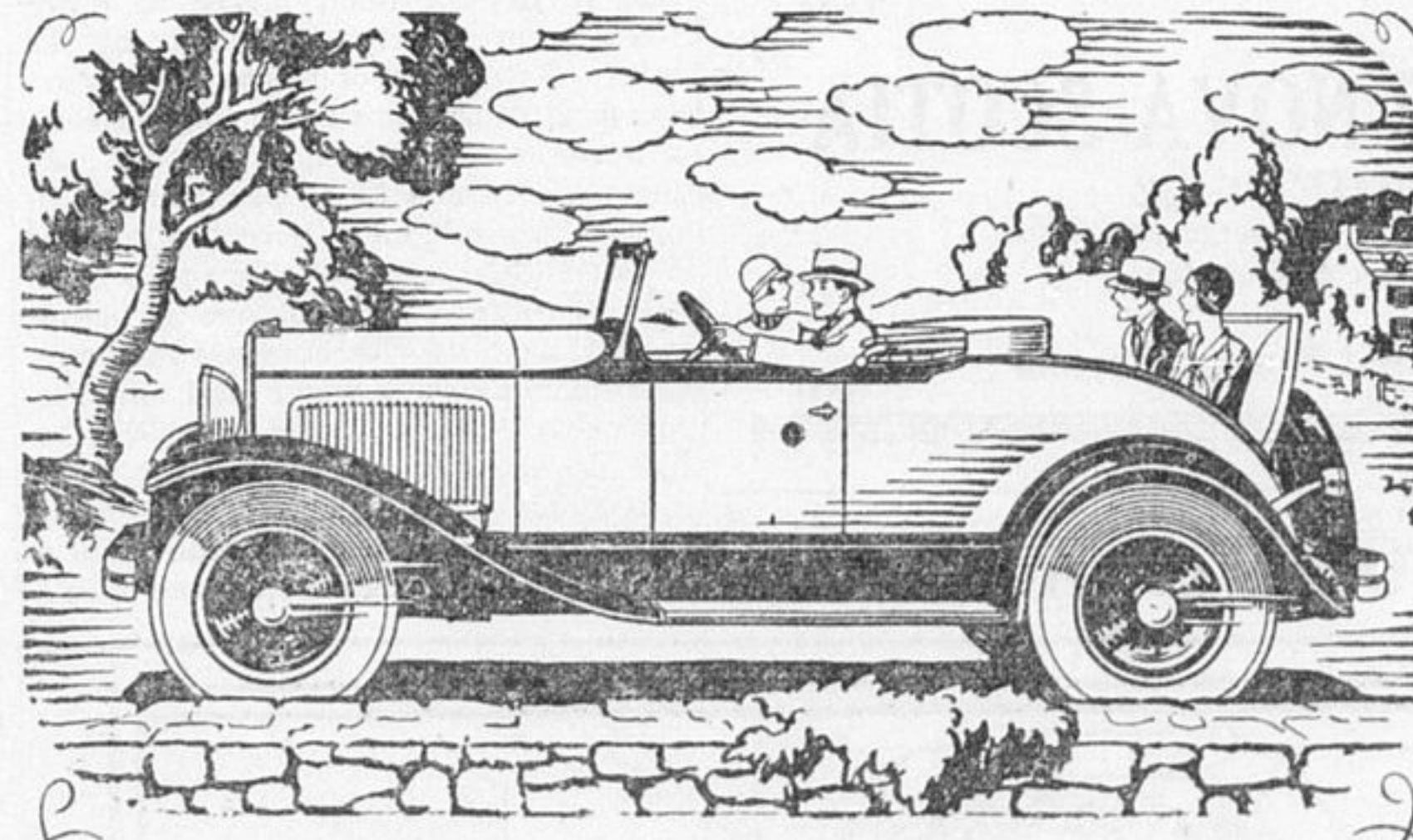
MAPLE LEAF FLOUR

"Cream of the West"

CHRYSLER MOTORS PRODUCT

New Beauty, New Comfort and New Smoothness

Beyond comparison among low-priced cars



THE FULL-SIZE ROADSTER (with rumble seat), \$850

IMPORTANT NEW FEATURES

- Increased Engine Stroke.
- Heavier Crankshaft.
- Larger Main Bearings and Connecting Rods.
- New Design Full-Pressure Lubricating System.
- Improved Steering Mechanism.
- Greater Economy of operation and upkeep.
- Improved Lock integral with ignition coil.
- New Self-Conforming seat cushions.
- New Spring colors.

THE improved Plymouth is today exhibiting new standards of performance, economy, comfort and beauty beyond comparison in the field of low-priced motor cars.

\$820 and up f. o. b. Windsor

Now more than ever is Plymouth brisk and flexible in pickup. Now more than ever is Plymouth smooth and quiet through all gears and all speeds.

Chrysler engineers have created many new refinements in Plymouth's famous Chrysler "Silver-Dome" type engine. These include longer stroke and an increase in piston displacement; a heavier crankshaft; larger interchangeable bearings; larger connecting rods; a newly designed system of full-pressure lubrication.

These and a number of other improvements have been accomplished in the full-size Plymouth a remarkable type of performance, comfort and economy heretofore unlooked for in a low-priced motor car.

PLYMOUTH

CANADA'S LOWEST-PRICED FULL-SIZE CAR

Northland Motor Sales
Timmings, Ont.