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THREE FACTORS IN THE SUCCESS OF DURANT CARS

The substantial growth that has characterized Durant Motors of Canada, Limited has been brought about by a combination of three things; namely, sound business policies on the part of the management, close co-operation with a loyal dealer organization and the production of automobiles built on a quality basis.

The present-day popularity of Durant products is the result of this combination. The policies adopted by the management made it possible to declare a dividend in 1928. The profits of the company had steadily increased and the financial position was such that this success was commented upon by leading financiers and financial publications throughout the country.

While the financial position was being improved, the dealer organization was added to. A Durant franchise had become attractive to dealers who could foresee the conditions prevailing today, and there was this added feature, that a spirit of loyalty was gradually gaining ground because of the treatment accorded them.

As a foundation for this feeling of security there was the unbreakable policy of "quality" first in the building of Durant products. The motto held up to all men in all the departments of the Durant plant was and still is, "build each car as you would wish to receive it for your own personal use." This has resulted in a spirit of loyalty throughout the plant that is just as strong and just as important as that which permeates the dealer organization.

It is therefore not surprising that the history of Durant Motors of Canada, Limited, is the history of a business remanance that is probably unequalled by any organization in America. The fruits of this preconceived plan are to be seen today in the strong financial position of the company and in the ever-increasing number of Durant automobiles and Rugby trucks of the Canadian highways.

Toronto Star:—So many automobiles are running off the highways and smashing verandahs and store fronts that speculative builders, always on the lookout for some new feature to catch the popular fancy, will be advertising: "New Homes with full bumper Equipment."

SAID TO KNOW SECRET OF GOLD IN JAMES BAY AREA

Chapleau Man Who Sailed Hudson's Bay Years Ago Reported to Have Wonderful Treasure Map.

With interest always keen in the mineral possibilities of the James Bay area, the following from The North Bay Nugget last week under a Chapleau heading should prove at least interesting reading:

"There lives in Chapleau to-day, a man who believes he has a fortune within his grasp. He is William McLeod, one time 'Sloopier' for the Hudson's Bay Company when for eight years he sailed the schooner 'Mink' on regular supply trips between Rupert's House, Fort George and the Great Whale River.

"Born in a Hudson's Bay Post, and still young in spite of his years, it is only with difficulty Mr. McLeod can be brought to speak of his colourful career. He is known as extremely reticent. His quiet voice and pleasant manner give no hint that his life has not all been spent in the placid surroundings of a quiet Northern Ontario town, and it somehow seems difficult to imagine him as master of a sailing schooner on the rough waters of James Bay. But on better acquaintance it is apparent why he is known as the friend and confidant of Indians throughout the North. He understands them as perhaps few men do. He has traded with them all his life. He speaks fluently the dialects of the Cree and Ojibway, and enjoys the confidence of these people to a remarkable degree.

"To know him thus, is to appreciate the fact that there is something extraordinary about the story he has to tell. It is a story of gold. Gold in large quantities. Gold in nuggets to be found in the region of the Great Whale River. A story of a quest which has gone on unremittently for nearly 100 years. Always in the words of the Indian the 'Yellow Stuff' has eluded the searchers. Why? Because of a past, a promise, a jealously guarded secret handed from an Indian to an Indian until last year—when an old Indian fur trader had come to his life-long friend and handed him a paper on which was pencilled a map of the region and the exact location where the nuggets of gold were found.

"The Indian, says Mr. McLeod, was nearing 70 and felt that he would never go in to that country again. The map had been given to him by one of his friends many years ago. This Indian had been one of the guides who, in the year 1856, had accompanied an explorer on a prospecting trip into the territory and had been present when the nuggets were found. The explorer was from New York, he said, and picking up the two Indians as guides at Moose Factory. They had gone to the East Coast of James Bay, and started prospecting on arrival at the Great Whale river. They continued until they struck the Little Whale river and near its mouth made camp for about three weeks. It was during their wanderings from this base that the nuggets were found.

"Making bags from the heavy canvas flour sacks commonly used in the North they bagged as much as they thought could be safely carried without causing too much excitement, and spent considerable time taking soundings of the river, as the explorer had announced his intention of returning the following season with a fair sized vessel. As soon as the explorer had satisfied himself on this point, he pledged his guides to secrecy, and the party returned to Moose Factory, where he dropped them, and took other guides for the journey home via the Abitibi river.

"The following year, word was received by the Indians that the explorer had died, and nothing more transpired until the year 1895, when a party of 10 headed by a man known to his Indian guides as 'Corten' and a supposedly very wealthy man, went into the region evidently armed with some sort of information. He went directly to the Great Whale River and spent about two months intensively prospecting between the Great Whale and Little Whale River. As to gold, he came back empty-handed.

"Following Corten at a considerable interval, came one, Osborne, with three of a party. He also took Indian guides and went in on the same mission, but equal result. Next came a party of Norwegians. Then Jones and a party of six. Jones made two trips in successive years but met with no better fortune. Curran of Montreal was next to try his luck in this area. On his first trip he took fourteen men and Indian guides, and returned to the scene twice later, each time without success.

"How did the Indian who gave you the map come into possession of it?" Mr. McLeod was asked.

"He was in one of the later parties as guide," he said, "and when they came out he was told by his friends that they had not gone to the right place, and this Indian had given him the map after pledging him to secrecy, as owing to advanced age there was no possibility of his making another trip in."

"After such a record of failures, do you believe the story?" Mr. McLeod was asked.

"I do," he answered. "I am willing to go in there myself with a party should suitable arrangements be made, and in these days of prospecting by the use of aeroplanes, the trip does not entail near the 'hardship' it would have done a few years back."

Glasgow Eastern Standard:—Over 13,000 new laws were passed in America last year. There seems to be an ample allowance for breakage.

PROGRAMME OF TOUR OF MR. SINCLAIR AND PARTY

Liberal Leader in Ontario Will Address Kiwanis Club at Timmins on Tuesday, June 11th.

At Toronto last week Hon. W. E. N. Sinclair, Liberal party leader for the province of Ontario, announced the itinerary of the 18-day tour of Northern Ontario to be made by him and a number of his associates. During the eighteen days of the tour some 20 or more places will be visited. At these places conferences will be held with the executive of the local Liberal organization and Mr. Sinclair will address service clubs, Liberal clubs and other bodies. The chief purpose of the tour, as explained by Mr. Sinclair, is to meet the heads and workers of the various Liberal organizations throughout Northern Ontario and confer with them on conditions. The information gathered on this tour will form the basis of a Liberal policy for Northern Ontario, Mr. Sinclair said.

On the trip Mr. Sinclair is being accompanied by:—Hon. Nelson Parliament, Liberal organizer for Ontario; J. H. Mitchell, M.P.P. for Southwest Simcoe; R. F. Miller, M.P.P. for Haldimand; Dr. McQuibban, Northeast Wellington; A. Colquhoun, South Perth; C. A. Robertson, North Huron, and William Newman, North Victoria. On the second week of the tour, the party will also be joined by several other members of the house, including Wm. Anderson, East Peterboro; E. Proulx, K.C., Prescott; A. Belanger, Russell, and Theo. Legault of Sturgeon Falls.

The party left Toronto on Saturday evening last, June 1st, and spent Monday in Fort William and Port Arthur. Mr. Sinclair addressed the Canadian Club at Port William. On Tuesday Mr. Sinclair was the speaker at a Rotary Club luncheon at Port Arthur, as well as holding conferences with local party organizations. Yesterday he party spent at Kenora, going on to Winnipeg to-day (Thursday). Friday of this week the party will visit Port Frances, and on Saturday afternoon will return to Winnipeg. Monday, June 10, will be spent in Cochrane and on Tuesday the Liberal leader will address the Timmins Kiwanis Club. On Wednesday, Thursday and Friday, the party will visit Halleybury, Cobalt, New Liskeard and North Bay. Saturday evening the party will arrive in Sturgeon and will travel on Sunday to Sault Ste. Marie. On Tuesday the party will stop at Sudbury and on Wednesday morning June 19, will return to Toronto.

Glasgow Eastern Standard:—Strange! Day breaks, but never falls. And night falls, but never breaks.

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COCHRANE BOY DROWNS WHEN BATHING IN LAKE COMMANDO

Overcome by cramps while swimming in Commando Lake, Wilfred Charron, aged 14, was drowned at Cochrane last week in a hole a few feet from the shore. His body was recovered about 25 minutes later by Kelly Chomany, and artificial respiration was attempted by Dr. Paul and Dr. Biron without success. The boy had been bathing with two companions when he was seized and screamed as he sank under the water. Chomany, who from the door of his home near the lake, saw the boy go under, donned a bathing suit and dived after him. The boy's knees were drawn up against his chest indicating cramps. Besides his parents the lad is survived by two brothers and a sister.

HAILEYBURY THEATRE HAS SUIT AGAINST MARKS CO.

The Haileyburian last week says:—"A case of somewhat unusual nature was heard by His Honour Judge Hayward in Division Court here on Wednesday morning, when the Monarch Theatres Ltd. sued the Arlie Marks Company for \$200 damages for a breach of contract for the rent of the Classic Theatre on March 20th and 21st last. The Company, according to evidence submitted by the plaintiff, through the local manager, Mr. Jerry Abrams, had cancelled the contract, pleading sickness of some members and stating that they were closing for the year. It was shown, however, that they had played in Timmins on the dates set for the Cobalt performance, had continued for some time after and eventually reached New Liskeard and filled an engagement there. F. L. Smiley, K.C., appeared for the Marks Company and there was no evidence submitted on their behalf. It was pointed out that there is a technical question of law involved, and the Judge directed that the case be left over until Tuesday next, June 4th, when counsel for both parties will argue the matter out in his chambers. C. F. Tuer is counsel for the plaintiff."

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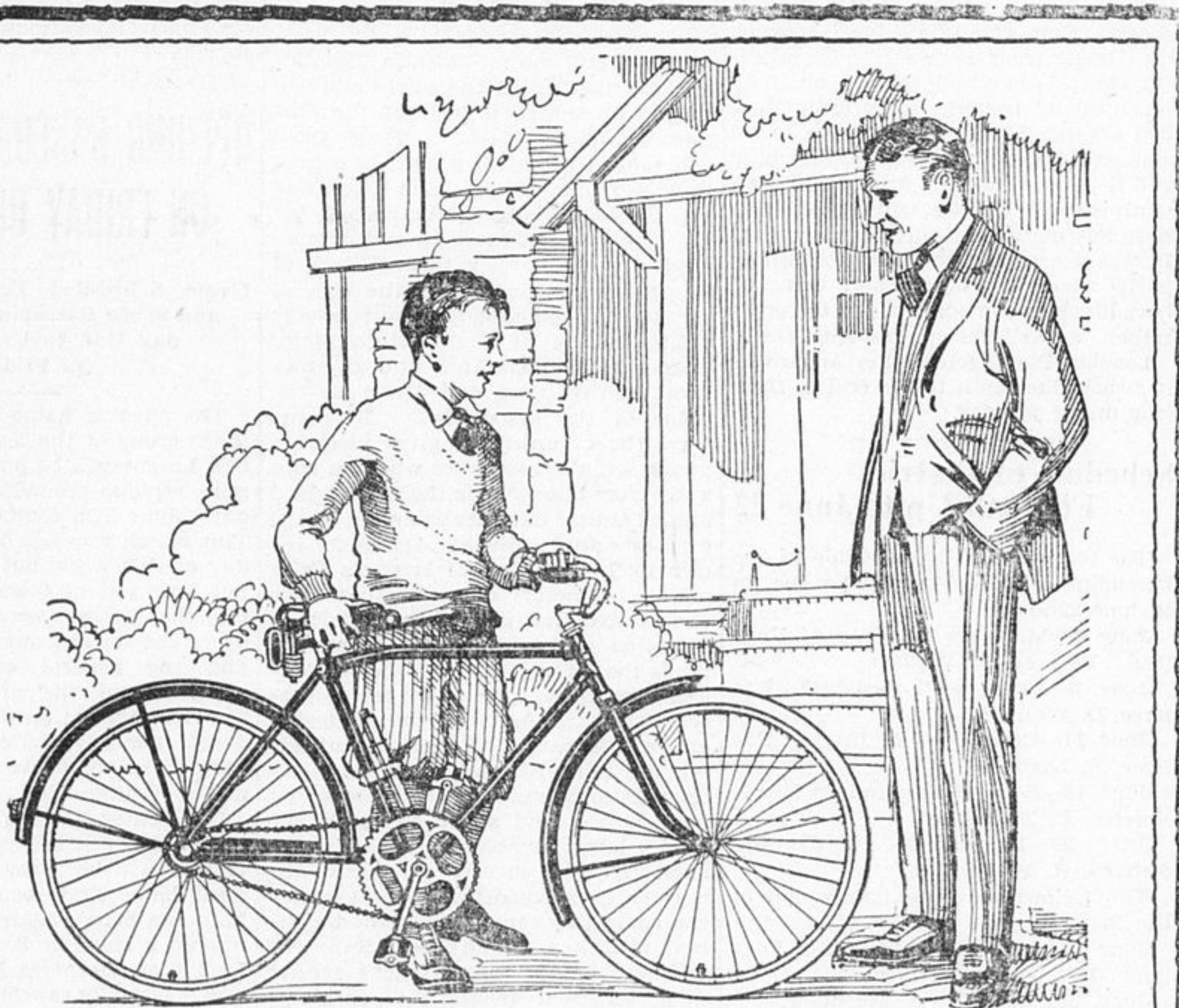
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