

**PREMIER CO-OPERATES IN PLANS FOR HIGHWAY SAFETY**

Hon Mr. Ferguson Enlists Help of Teachers to Impress on Children Greater Degree of Traffic Consciousness

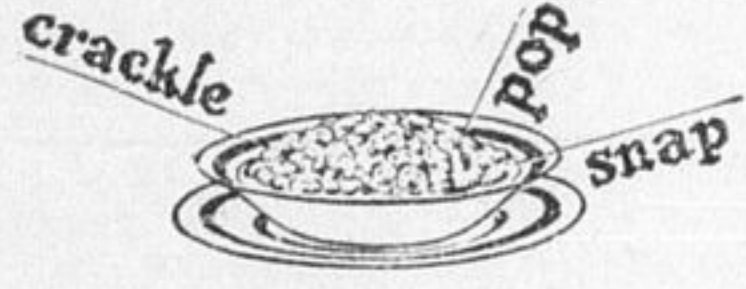
The school principals in this vicinity received letters this week from Hon. G. Howard Ferguson, in his capacity as Minister of Education, asking that they again co-operate in the campaign being sponsored by the Highway Safety Committee, of which Hon. Geo. S. Henry, Minister of Highways, is chairman.

In his letter, Mr. Ferguson stresses the absolute necessity of impressing a greater degree of traffic consciousness upon the minds of the younger generation. He notes that highway traffic in Ontario is heavier this year than ever before and it promises to grow to still greater extent. It follows that the heavier the traffic, the more dangers on our highways.

Mr. Ferguson urges the teachers to devote some time to the practical lessons of safety. He has told the teachers of the plan of the Highway Safety Committee by which they may obtain free blotters for the children's use in school by writing the committee. On these blotters are imprinted in no mistakable terms, rules which should do a great deal to prevent accidents to children.

A suggestion is made that children's interest may be stimulated in this campaign by having them write compositions on subjects related to highway safety.

**So crisp!**



HERE'S a breakfast treat that's so crisp it crackles in milk or cream! Kellogg's Rice Krispies.

Rice in its most delicious form. Toasted bubbles of flavor. Children love them. Extra good with fruits or honey added. Order a red-and-green package from your grocer. Handy to use in candies, macaroons, etc. Made by Kellogg in London, Ontario.



**Kellogg's RICE KRISPIES**

**BIRD LOVER FOUND MANY BIRDS IN THE NORTH LAND**

Interesting Reference to Lapland Longspurs, Snowbirds and Other Species Seen in North Land Town

Miss Edith L. Marsh, the well-known bird lover and expert on bird life, some weeks ago visited Timmins and other North Land centres, giving addresses on birds, their habits, and their value to the country. At Timmins she spoke at a largely-attended meeting called by the Home and School Association and her address was much appreciated. At Cochrane she was also very popular, and altogether it may be said that the North Land was greatly interested both in the subject and the effective way she presented it. Now it would appear that Miss Marsh was as much impressed by the North, as the North Land was by her address. Since her return to the south articles written for The Mail and Empire and other newspapers in regard to birds and bird life have had frequent references to the North and the birds of this country. Here is one article recently written by Miss Marsh:—

"It was in the outskirts of a northern Ontario town that we met a large flock of Lapland longspurs. They were passing northward to their nesting grounds, and had stopped to rest and dine.

"There are very few birds here," we were told when we set out on this little expedition around the small lake, almost entirely within the limits of the corporation. But those who said this had not been out that morning with open eyes. Little more than a block from the school where boys shouted at their ball games was a dip in the earth, like a miniature ravine, on which grew a sprinkling of white birch and evergreens. And here, dotting the ground and flitting among the trees surrounding in soft voices, were hundreds of Lapland longspurs.

"They were joined by snowbirds, and the earth all about us became a stretch of bobbing heads, hunting for weed seeds among the dead leaves and the grasses.

"To one from 600 miles farther south it was an unusual sight, for the longspurs are only occasional visitors with us. One April day, several years ago, a large flock dotted the ground of a 20 acre clover field, seeming to find a satisfying meal of seeds on the still brown sod. So unafraid of humans were they that in crossing the field it was almost necessary to shoo them from under ones foot, for the birds of the far north have not learned to be afraid of man and treat him much as one of their own folk. But this visit of longspurs has not been repeated and so it was a delight to meet them in the north, almost at the gateway of their homes.

"Later in the day, when on an electric railway car used to give more frequent means of transportation between the towns in that country, we came upon an enormous flock of snowbirds. They separated as the car overtook them, and flew with us, part on one side and part on the other, looking so much like large snowflakes, that we seemed to be passing through flurries of softest snow."

**Mining Industry Never in Better Condition**

In regard to the mining industry at present what is chiefly required is the proper spirit of optimism—an optimism fully justified by the facts of the case. On account of the stock market there has been a tendency to talk in sad tones about mining. It may be difficult for a man who has lost money in the stock market to talk in the proper optimistic tone of mining in general. He is inclined naturally to look at everything through glasses deeply tinted blue. The facts, however, do not warrant such an attitude. It is well known to those who have studied the matter that market fluctuations have little connection with actual conditions in the industry. A couple of years ago the market was very hopeful in regard to Red Lake, while that camp at present is not receiving much attention.

In the meantime, however Red Lake has been proved up in part and is actually worth double the attention that it warranted years ago. In regard to the Porcupine camp there was never more reason for faith in this district than at present. There are a number of proven mines here with a noteworthy production, and the fact can not be too often or too fully emphasized that "the surface has scarcely been scratched." It is a fact that the attitude of the stock market does guide to some extent the investment of money in new properties. But facts are better than market quotations. At the present time there is great activity all through this area, and the results seem to fully warrant any expenditures made. It looks to The Advance as if the wise ones who carefully invest money in the development of Porcupine area properties now will reap a rich harvest in days to come when the stock market catches up on the facts of the case.

Touching on the general mining situation last week an editorial in The Northern Miner said:—

"It is indisputable that the mining industry of Canada was never in better condition, basically. It is common knowledge that there never has been a time in the history of mining in this country when such stupendous plans for the opening of ore deposits were in process of extension. It is true that the yield rate of the producing properties was never so high.

"It is equally certain that no country ever had in any one year the amount of high grade exploration that our Northern territories will have in 1929. Dozens of companies, scores of airplanes, thousands of men and millions of dollars will be engaged in a pitched battle with the hidden forces of nature in the great unexplored areas. Modern science, backed by money on the modern scale and by the age-old spirit of exploration, approaches the struggle on a hitherto unprecedented basis.

"New conceptions of depth exploration, expenditures on a scale undreamt of a few years ago by the producing companies, broad gauge plans for the extraction of the ultimate dollar from the deposits already found and partially exploited, have become the commonplace in this newly-opened era of mining.

"In the face of these actualities the market for mining shares presents a curious anomaly. Values are written down to the bone. What will presently emerge is the realization that what has happened to the mining market may be reasonably compared to that stock-taking and house-cleaning which the commercial houses of the country experienced in the winter of 1922.

"What is staring us in the face is that actual and potential values of mining securities justify a sharp revival of interest. It may require time, but nothing can prevent the practical recognition of the facts as they stand."

**SAYS CLIMATE UNDERGOING PROCESS OF ALTERATION**

One of the chief topics of conversation recently has been the weather. As the old lady told Jerome K. Jerome when he was in search of a brilliant subject for an essay, the weather is something new and "it has certainly been trying enough lately." Accordingly, the suggestion that the climate is gradually changing may be of interest. An article now "going the rounds of the press" says that Chas. F. Marvin, chief of the United States Weather Bureau in Washington, states that in various sections of North America the climate has been undergoing a gradual process of alteration during the past sixty years. This has been so gradual that perhaps it has not been noticeable except to those who have been disappointed in recent years over postponed baseball games and straw hat manufacturers whose sales have been painfully slow in getting underway.

"Spring weather, particularly during the last five or six years, has been cooler," Mr. Marvin says. "And there are charts, graphs and maps to prove it." And Mr. Marvin confirms another strongly fixed opinion of the layman, who is not a weather expert, but is guided by his own inexpert observations when he says that furthermore "winters have been generally milder and have been later in their arrival."

How long this state of affairs will continue is as uncertain as the weather itself, according to Marvin. It is not known what law of nature brings about the changing climate and therefore no prediction can be made as to when what are known as normal conditions will return.

Blairmore Enterprise—You take your pants to the tailor to be resealed, because you sit a lot. Now, be reasonable and get your bill receipted, too, for your tailor stands a lot.

**ONTARIO SHOULD DEVELOP NORTHERN CONSCIOUSNESS**

So Says Mr. W. E. N. Sinclair, Leader of the Liberals in Ontario, in Address at Fort William.

Brief reference was made last week in The Advance to expressions of opinion by Mr. W. E. N. Sinclair, Liberal leader for Ontario, who has been touring the North Land, and has taken occasion to give his views on the present and future of the North Land. For purposes of record, and also because of the interest of such expressions of opinion it may be well to give Mr. Sinclair's views in more detail than in last issue.

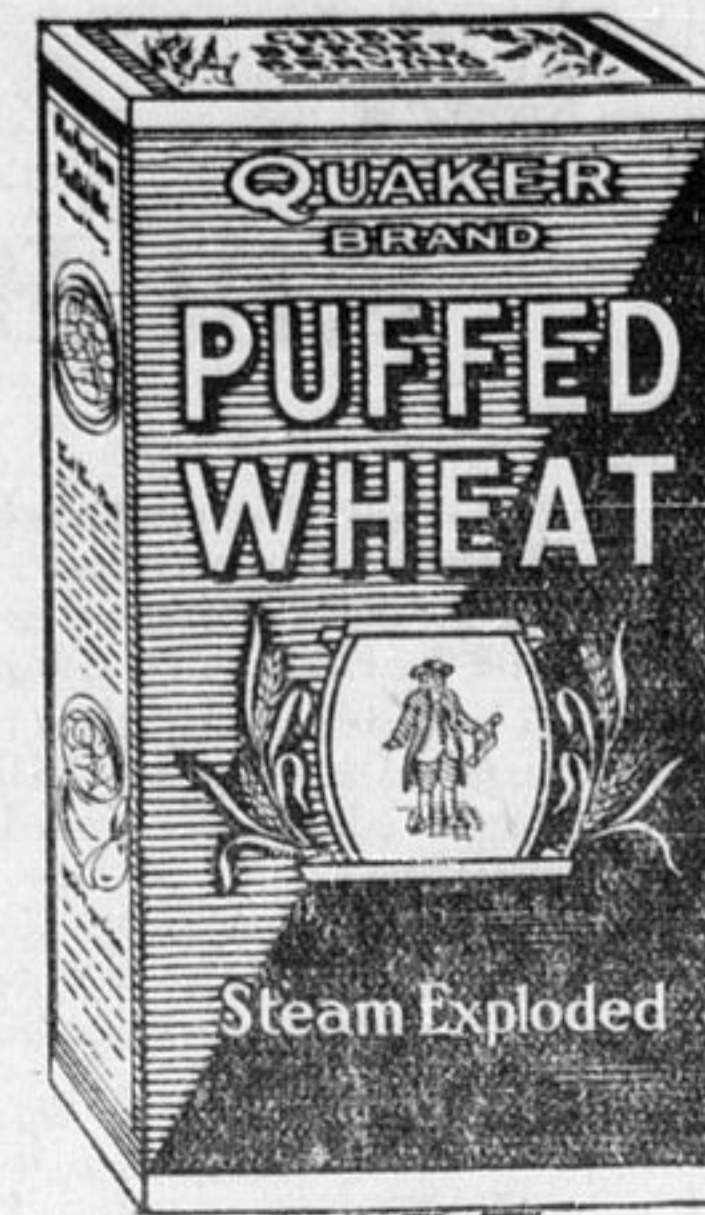
"New Ontario is new only because we of Old Ontario do not know it as we should," said Mr. Sinclair. "The biggest developments of the future are to be up here. Your fertile acres must carry population, under conditions ensuring their comfort and prosperity, to support the already established industrial concerns and those that are to come.

"In all future developments we must all acquire a Northern consciousness, a consciousness that will lead us not only to examine but also to develop all our resources in a distinctively Canadian way, making the most of our asset of Northern vigour and initiative.

"It is that spirit which has turned the eyes of the world to your country today, and a further growth of our consciousness in that regard is both natural and desirable. No policy can afford to overlook the claims of New Ontario. All policy must be directed toward the creation of a greater Ontario.

"It has become increasingly clear," Mr. Sinclair continued, "that the most significant features of our future development as a province will occur in the North. New Ontario can no longer be treated as a hinterland, with problems remote and obscure as compared with those of the older parts of the province."

A few cases of smallpox are reported from North Bay, but prompt action by the medical health authorities has resulted in the isolation of the cases and the prevention of any spread of the disease.



**Even "Choosey" Appetites relish Quaker Puffed Wheat**

WHEN children are finicky and choosey ... won't eat this, and won't eat that ... but crave for things that are none too good for them.

Then let them have Quaker Puffed Wheat. Serve it at any time of the day or at any meal. Use berries, jam or jelly, or just milk or cream.

These crisp and delicious food morsels make an instant appeal to fickle appetites. Puffing the whole wheat grains to eight times their natural size cooks them thoroughly and gives them a texture and a nut-like flavour which children revel in. Millions of food cells are exploded in each grain. Rich food stores are released and made easy for digestion. All the bran is retained but so concealed you do not notice it.

Quaker Puffed Wheat tempts the lagging appetites of grown-ups, too. At any meal or as a snack between meals.

**Quaker PUFFED WHEAT**

MADE BY THE MILLERS OF QUAKER OATS

**Here are some of the delightful dishes ELECTRIC COOKERY brings you**

**ROAST CHICKEN**  
Wash and prepare chicken, rub inside and out with salt. Stuffing may be added. Brush over with melted butter. Put on broiling pan or other shallow pan. Place in the oven and roast. Temperature—medium. Chicken roasted to a golden brown perfection—tender and full flavored, comes from an Electric oven.

**TWIN MOUNTAIN MUFFINS**  
1/4 cup butter 1 cup milk  
1/4 cup sugar 2 cups bread flour  
1/2 teaspoon salt 5 teaspoons baking powder  
1 egg  
Cream butter, add sugar gradually, and egg well beaten. Sift baking powder with flour and add to the first mixture, alternately with milk. Bake in buttered gem pans. Oven heat to be medium.

**MIXED VEGETABLE DISH**  
Select variety of vegetables. Wash and prepare them for cooking. Cook in a small amount of water until tender. Drain, season with salt and butter.

**DEVIL'S FOOD CAKE**  
1/2 cup butter 5 teaspoons baking powder  
2 cups sugar 4 squares chocolate  
4 eggs 1 1/2 teaspoon vanilla  
1 cup milk 1/2 teaspoon salt  
2 1/2 cups flour  
Cream the butter, and add gradually half the sugar. Beat yolks of eggs until thick and lemon-colored, and add gradually remaining sugar. Combine mixtures. Sift, measure, and sift flour again with baking powder and salt. Add alternately with milk; then add whites of eggs beaten stiff, chocolate melted, and vanilla. Pour into angel cake pan and bake in medium oven. Feathery light cakes—perfectly browned—evenly risen, fine textured, because the heat of an electric oven is so even.

**BROILED PORTERHOUSE STEAK**  
Trim and wipe steak and place on broiling pan. Sear one side, turn and sear other side. Turn again for medium or well done. Season with salt. Broil without smoke! There are no darting tongues of flames to ignite the fat when you broil electrically.

**YOUR Electric Range is ready for you**

Arrange now for your installation on the remarkable terms of this big sale. Give your family the finest meals on record ... and yourself less work and more leisure.

Have cooking heat when you want it ... at the snap of a switch ... in a cool, clean, comfortable kitchen.

Cook the modern way ... electrically.



**FREE**  
This beautiful three-piece silver tea service will be given FREE to every purchaser of an Electric Range during this sale.

**PAY ONLY \$5.00**

**DOWN ... the balance spread over two years.**

**Canada Northern Power Corporation, Limited**

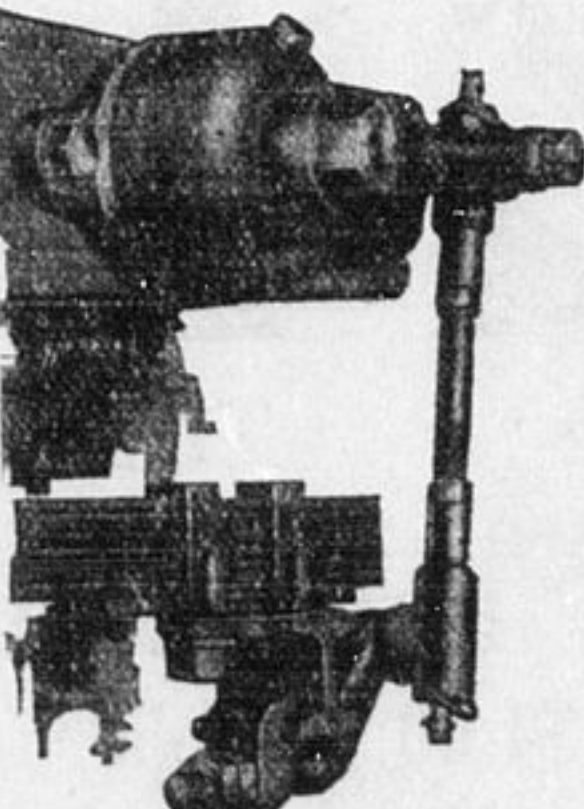
Controlling and Operating Northern Ontario Power Company, Limited Northern Quebec Power Company, Limited

**27 YEARS OF PIONEERING**

When the first "gasoline buggies" appeared on the streets of two continents, Maurice Houdaille of Paris, then an eminent engineer, made three simple deductions:

1. A motor vehicle could not be driven at great speed over average roads ... with either comfort or safety, without a shock absorbing device.
2. That the device must be able to absorb both the upward and downward thrust of the shock.
3. That it would have to be built on the Hydraulic principle.

Houdaille's 27 years of Pioneering developed the Houdaille hydraulic double acting shock absorber that made supreme riding comfort available for motor cars of all types. Houdaille Pioneering taught the automobile industry (after many experiments with other types of devices) the necessity for hydraulic control.



Houdailles left the experimental stage many years ago. By virtue of every test of service and accomplishment, they are the world's greatest shock absorbers. Houdaille is proud of having contributed 27 years of Pioneering to enable you to enjoy the smoothest ride over the roughest roads to anywhere.

If you are not enjoying supreme riding comfort in your car ... drive around to a Houdaille Service Station or to your own car dealer, and have a set installed immediately.

**HOUE ENGINEERING CORPORATION BUFFALO, NEW YORK HYDRAULIC DOUBLE ACTING SHOCK ABSORBERS**

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