

The Secret of Coolness
Is in Light, Easily Digested Foods
**SHREDDED
WHEAT**



With all the bran
of the whole wheat

With whole milk, does not heat the blood or tax the digestion. It is not only cooling but satisfying—saves kitchen drudgery and expense. Ready-cooked, ready to eat.

Save the paper inserts in each package.

**NO BOILING
OR
STRAINING**

Get a tin of
**New
Rite-Good**
Combination Malt Extract
with Hop Flavour
at \$1.40

Follow the directions, dissolve the contents in 5 gallons of hot water, add sugar and yeast and make yourself, without trouble or fuss, the BEST BEVERAGE POSSIBLE.
Crown Corks free with each tin. If your grocer or druggist cannot supply you, it will be sent direct post paid by



E. B. Nettelfield & Co.
18 Front St. East
Toronto, 2 Ont.
or
St. Lawrence
Preserving Co.
Reg'd
65 Quebec Que.

**ROUYN CAMP'S NEW PAPER
IS "THE TWIN CITY STAR"**

The Advance is in receipt of the second number of The Twin City Star, published in the interests of Rouyn and Noranda. As The Advance understands it, this is the only newspaper now printed and published in the Rouyn camp, though others bearing the Rouyn date line are printed in Montreal. As the only local paper, The Twin City Star should have the hearty support of the business people and general public of the district. At present The Twin City Star is not a large paper, but it will undoubtedly grow in proportion to the support received. A mining camp without a newspaper of its own is greatly handicapped. While wishing the new newspaper, The Twin City Star, the best of success, it is not out of place to point out that the business men of Rouyn can do much more than any amount of good wishes to encourage and support the paper, which in turn will prove a valuable factor in the support of progress of the camp.

American Lumberman—The "up-and-coming" young man is pretty likely to succeed unless he is up at four a. m. and just coming home.

**Literally "Helping to
Build Up" the North Land**

In an article last week under the heading, "Building the North," The Twin City Star, of Rouyn, Que., says: "Inaugurating our policy of giving in each issue of the Twin City Star, a brief history of the activities in this district of our leading merchants, business interest, and others, we are presenting today to our readers, a brief sketch of a firm which has been connected in almost every building venture in our sister city of Noranda.

"Everyone has already grasped, no doubt, that we are referring to the firm of Hill-Clark-Francis, Ltd., general contractors of Noranda. The firm of Hill-Clark-Francis, are widely known as one of the most competent contracting and building firms in these parts. Mr. W. G. Barager, manager of the Noranda branch of the firm, has been associated with the builders for a considerable number of years and he it was who personally superintended the building of Noranda's modern hostelry.

"In the building of the Noranda hotel Mr. Barager, in addition to ascertaining that nothing but the best would be used in the construction of the hotel also determined to carry out this high standard in every department and before deciding on the materials and before other items he visited many of the leading hotels in the country seeking ideas which he could incorporate into the Noranda.

"Since taking over the management of the Noranda branch, Mr. Barager has been the guiding genius of many other large enterprises, namely, the building of the Imperial Bank building the Canadian Bank of Commerce, Saumier Building apartments, the two model schools, and several other apartment and private dwellings; the Northland warehouse, one of the most modern and complete of its kind in the country and is now busily engaged in the completion of thirty private dwellings for the Horne Copper Corporation.

"Of course, Mr. Barager has directed the erection of several other notable buildings in this district, too, numerous to mention, but takes particular pride in his most recent venture, that of the erecting of the two most modern schools in Northwestern Quebec, firmly convinced of what the future holds for the city of Noranda."

**TWO BOYS SCOUTS CYCLING
FROM COBALT TO OTTAWA**

The Northern News last week says: "With plans to cycle to Ottawa and back during the next two weeks, Clement Bolan and Ernest Linton, two Cobalt Rover Scouts, left Tuesday, July 22nd shortly after seven o'clock. They will follow the Ferguson Highway to North Bay, from where they will go to Mattawa and then through Pembroke and Renfrew to Ottawa. It is possible that, either on their way down or back they may travel on the Quebec side of the Ottawa River. While in Ottawa they will visit the Boy Scout Headquarters. The two boys plan spending two or three days in the capital before starting on their homeward journey. A trip from Ottawa to Montreal may be included."

Florence (Alabama) Herald:—An editor declares that much of the fiction of our day is grossly immoral. But why limit the criticism to "our day?"

**GOOD EXPECTATIONS FOR
OIL ON JAMES BAY SLOPE**

Rapid Progress Understood to be Made in Testing for Oil Along the Moose River.

From present reports there are excellent chances for oil to be located in commercial quantities on the James Bay slope. Dominion and Provincial Government reports are hopeful and the geological formation is said to be even more promising than the reports indicate. At the present time the Ontario Government is testing out the James Bay slope for oil possibilities, a campaign of diamond drilling being carried on to this end. Coincident with the work of the Government is the effort of the James Bay Basin Oil Co., who are now reported as making very rapid progress in their work of testing the locality in the James Bay area in which they are interested.

The James Bay Basin Oil Co. owns some three thousand acres of property believed to have notable oil prospects. This property is along the Moose river and adjacent thereto, some of the claims including parts of the river.

The James Bay Basin Oil Co. have drilling equipment and camp supplies on the way in or already landed at destination of speed up the exploratory work now under way. The geological conditions and the other signs encountered so far are all taken as very promising indications of oil possibilities, and there is general hopefulness on the part of those concerned that this venture will win noteworthy success. To establish oil fields in the far north will assuredly be of great value to the whole North Land and to the province generally.

From a detailed report of the D. L. Alexander, M.C.I.M.M., who with W. Tees Curran, P.R.G.S., has just returned from an inspection of the property, the following is taken:

"Seepages of oil were observed by the writer along the banks of the river and on some of the islands. W. Tees Curran reported the examining of a strong flow of what appeared to be paraffin, and which shot into the air some six feet, but the river being several feet higher than when the seepage was previously noted, nothing could be seen by the writer when he visited the location, except an oily seum which oozed slowly through the heavy mud in the river bank, and which resembled the several other seepages seen over a distance of eight miles on both banks.

"In 1927 when diamond drilling the gypsum beds on one of the islands, pressure sufficient to blow the water fifteen feet was encountered by the driller at forty feet. The drillers reported the finding of oil from the drill holes. The seepages of oil are obviously direct and positive evidence of the existence of oil. As a matter of fact seepages of oil have betrayed the presence of most of the great oil fields of the world, including those of Russia, Burma, Mexico, Persia, Venezuela, Rumania.

"The field will undoubtedly be one of shallow production. It is the opinion of the writer that results should be favourably obtained not exceeding 1,000 feet, and with a minimum expenditure, commercial oil deposits will be discovered. Everything points to favourable deposition of oil bearing strata, and it seems scarcely possible that the region has not been exploited in the past.

"Two holes were spotted by the writer. No. 1 on what appears to be the crest of a clearly defined local anticline, and where limestone and red shales were examined in alternating layers. No. 2 hole, on what appears to be the crest of an anti-cline dipping north and south about 20 degrees.

**HOUSEWIFE'S VIEW OF THE
VALUE OF ADVERTISING**

Among the speakers at the recent convention of the British Advertising Association in Newcastle, England, was Viscountess Dunedin, who spoke strictly from the viewpoint of a housewife. She told the members that her address was an attempt to present, "a housewife's view of the lure of advertising." This viewpoint should be of general interest not only to advertisers but also to the ordinary readers—the public—who form one side of the advertising problem, and the side that means the measure of success or failure of any advertising. Unless there is response of the public to the advertising appeal all the money and effort spent in that particular appeal are wasted. Unless the advertising reaches the public and interests the public, it is of no avail.

In her address Lady Dunedin said: "When I consider the great power of the modern advertisements upon the life of women, and how they persuade us what to eat, to drink, and to wear, what health resorts to select and what hotels to stay at. I realize how amazing is the influence of advertisements on our daily life, and I cease to be amazed at the enormous sum spent and rightly spent, on advertising, and the great value which the heads of great enterprises place on the art as a wonderful agent for commercial success. Today publicity in all its varied forms is a necessity. In the rush and competition of modern life modest work would remain very modest indeed if it did not succeed in making itself known."

Referring to the Association's campaign against posters in beautiful places, Lady Dunedin said: "Unsuitable posters in such places defeat their own ends. Originally a sense of beauty and imagination are needed in advertising."

**Many Copper Coins Now
Dug Up in Ottawa Valley**

There has been much interest in the articles in The Advance recently in regard to old coins in the possession of people in this district. It is rather remarkable, as The Advance has pointed out before that there should be so many old and rare coins in a country as young as this. The fact, however, remains that Timmins and district, despite its comparative youth, has so many old coins. It is not nearly so remarkable that old-established towns like Pembroke and Eganville should have old coins. In reference to the old coins recently mentioned, The Renfrew Mercury last week said:—

"Very strange it is the number of copper coins being dug up in the Ottawa Valley this summer. Arnprior, Eganville, Cobden and Pembroke have made reports along this line. The phrase "dug up" having more than one meaning in this age of slang, it might be well to say that the coins are found in digging and delving in gardens or in making excavations. Coins which have long since been out of circulation are found, with each finder wondering whether he has really made a "find." Renfrew is usually in the procession, no matter what is going on, and the other day Mr. R. B. Leitch in digging new potatoes in his garden on Harry street picked up a cent. It bore the image and superscription, not of Caesar, but of Victoria, and the date was close to the time of that monarch's death. Though of comparatively recent coinage, it is just as valuable from a monetary standpoint as any of the others found. That copper coin is very, very rare indeed which is worth a cent more than its face value, yet many thousands of them are in the hands of numismatists in Ontario. They might as well be put back into circulation, but what will a cent buy today? A small boy or Douglas who accosts strangers never fails to say, "Have you got any cents?"

**MODEL OF POWER PLANT AT
THE NOTCH, MONTREAL RIVER**

In a front page article last week The New Liskeard Speaker last week says:—

"A most interesting model of the district around the mouth of the Montreal River showing the proposed developments, which have been planned, including the dam and power house, the company houses, the surge tank and penstock, in fact an exact model showing how the Lower Notch will appear to an observer in an aeroplane after the plant has been built, has been made and placed on exhibition in the New Liskeard store of Northern Ontario Power Co., Ltd.

"This model is built up perfectly to scale both vertically and horizontally and is so constructed that it can be supplied with water which acts in a perfectly natural manner, some goes over the dam, while some goes through

the penstock and power house. The likeness is so real that the surface of the ground is represented in different colours showing the various kinds of rock exposures as they are in the natural state while the trees are shown in a most realistic manner.

"The public generally who have seen this ingenious piece of work, show great interest in it, and during the first day it was on exhibition, members of the staff were kept busy answering questions and listening to the expressions of interest of the visitors.

"This model will be sent to the different stores so that it is extremely probable that ninety per cent of the residents of our territory will have an opportunity of seeing how the surroundings of a power plant appear."

Windsor (Ont.) Border Cities Star:—Did you ever stop to think just what a tough job columnists have? The main trouble is that things don't happen often enough. Already it is hard to think of one new gag about the clothes the gals used to wear, and nothing seems to have come along to take their place.



Dry mouth and parched throat are grateful for the refreshing coolness of Wrigley's Spearmint.

Wrigley's whitens teeth, sweetens the mouth, clears the throat and aids digestion, while the act of chewing calms and soothes the nerves.



**SMOOTH
MELLOW
and
FRAGRANT—**

The full-bodied richness and mellow flavour of Gold Medal have made it a most popular beverage. You'll like Gold Medal Tea.

GOLD MEDAL TEA



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MORE precious than gold, more necessary than fortresses—even in the days of ancient Rome great generals realized the incomparable value of flour.

When Belisarius Saved Rome from Famine 1,400 Years Ago

Fourteen hundred years ago, when the besieging Goths destroyed the aqueducts which supplied the water power for the Roman Flour Mills, Belisarius, the great Roman General, set up vertical water wheels on rafts in the Tiber River—and thus saved Rome from famine.

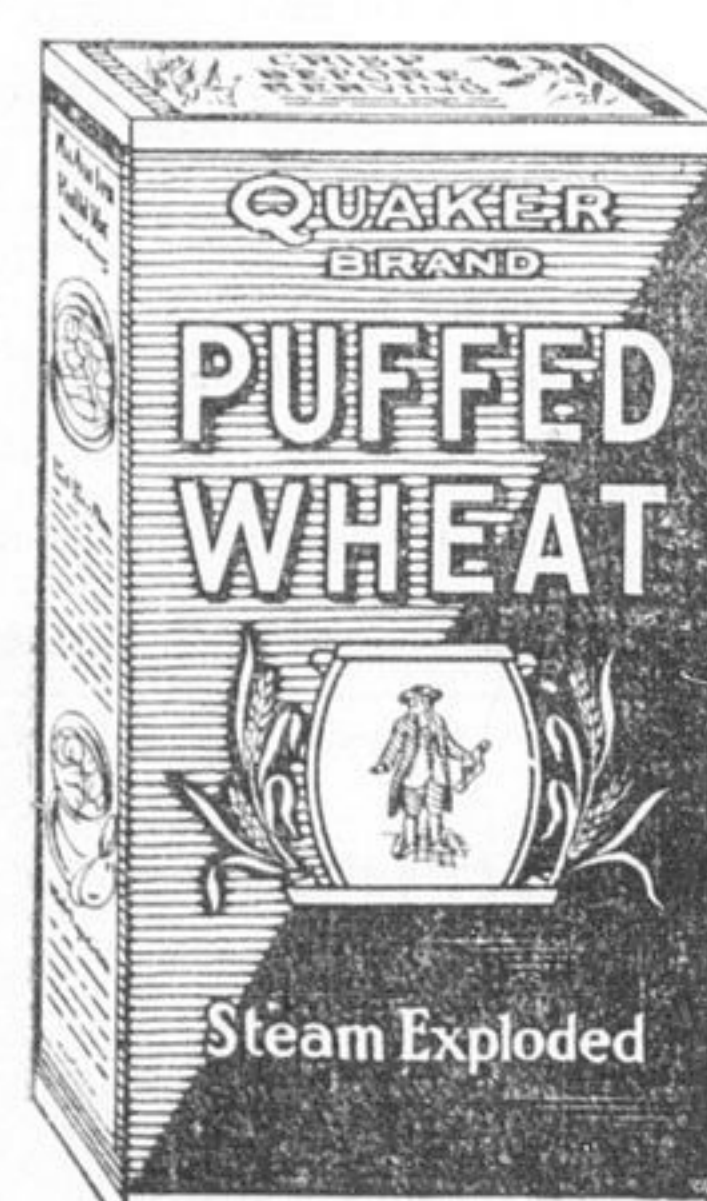
The cave-man's Bullan Stones, the Roman Quern, the Grecian Grinding Stones and the

Roman Watermills—all of those milestones in the history of flour milling present a striking contrast to the modern mills where Maple Leaf Flour is made.

Here, Flour Milling reaches its highest development, resulting in a flour so expertly milled and so carefully tested that a written guarantee of uniformity and satisfaction goes with every bag.

An attractive portfolio containing this complete series of historical Advertisements is free upon request. Maple Leaf Milling Co. Limited, Head Office, Toronto.

MAPLE LEAF FLOUR
"Cream of the West"



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**

Puffed Rice Is Good, Too
Quaker Puffed Rice is puffed like Puffed Wheat. The food cells are exploded and broken down. Puffed Rice is another delicious dainty, full of the ready energy of fine white rice. For variety, keep both kinds in the house.

MADE BY THE MILLERS OF QUAKER OATS