

**WIDE SCOPE OF BUSINESS OF CANADIAN INDUSTRIES, LTD.**

Notable Concern Manufactures Ammunition, Fabrikoid, Explosives, Paint, Salt, Heavy Chemicals, Ammonia, Fertilizers and Pyralin.

There are few combinations of industry in Canada that hold so important

a part in the national industrial life as the Canadian Industries, Limited. This is very clearly shown by "The C. I. L. News for 1930," an eight-page, eight-column page just issued by Canadian Industries Limited. This bright newspaper, with its attractive layout and its advertisements and illustrations shows the complete institutional advertising campaign for 1930, together with a description of the company's plants, products and personnel. The remarkable growth of the business of the C. I. L. is frankly admitted to be

largely due to the judicious use of leading newspapers as a medium for publicity for the company's various products. Of course, The Advance is one of the newspapers used by the C. I. L. There is a branch of the C. I. L. in Timmins, the Canadian Explosives being part of the combination of industries making up the C. I. L. It is interesting to note the number and variety of products handled by the C. I. L. These include ammunition, fabrikoid (a material of many uses, including upholstery for furniture and automobiles, as a waterproof top for motors and other vehicles, as well as Damas-klene, resembling finest linen and being a development of fabrikoid), paint, explosives, salt, heavy chemicals, ammonia, fertilizer.

In "C. I. L. News of 1930," the president of the company, Arthur B. Perris, points out that every person in Canada is a possible customer for C. I. L. products. Every home, for instance uses salt. Duco is another product that has almost universal use to-day for cars and domestic use. In mining and other works, the use of explosives made by the C. I. L. is practically essential. Farmers used the fertilizers manufactured by the concern. Heavy chemicals form the basis of many products. From gasoline to dyestuffs, and from dynamite to medicine there are few products in which chemicals do not play an important part.

One article in the C.I.L. News of 1930 is worth reproduction in full, showing as it does how the C. I. L. products so materially aid industry in many ways: "Canadian Industries Limited is supplying numerous products that accelerate the processes of industry. Consider explosives, for example. A well-placed charge of black powder or dynamite can accomplish in a split second tasks that would require days and perhaps weeks of labour with hand tools. Industrial Canada could never have advanced rapidly without the aid of explosives.

"Fabrikoid was first developed to take the place of leather for certain uses when that product became scarce and costly. The use of pyroxilin-coated fabrics relieved that situation and also speeded up the manufacture of many articles formerly made of leather.

"Ivory, jade, pearl, tortoise-shell and other semi-precious materials used in industry were obtained with great difficulty. The development of pyroxilin plastics gave to the world materials very like nature's own in appearance, but with better physical properties. Articles made of Pyralin and Lucite are now relatively inexpensive. The

use of chemically-made materials has speeded up production.

"Before the development of Duco, finishing automobile bodies with paint and varnish required many days' time. Several coats had to be applied. Quick-drying Duco enabled automotive manufacturers to speed up their output. Pyroxilin-type finishes today are standard throughout the industry, because of their great durability and the time saved through their use.

"Various other products—once obtained by chemically treating raw materials from far-away sources—are now made synthetically in C. I. L. plants, all of which results in improved products, faster production and quicker deliveries in keeping with the tempo of modern living."

To the people of this North Land there will, perhaps, be special interest in the Canadian Explosives Division of the C. I. L. P. B. Yancey being the general manager of this division, and A. LaPrairie being the manager of the Timmins and district branch. The manufacture of explosives is a key industry on which other basic industries depend. Coal and metal mining, quarrying, transportation, construction and other activities could not be carried on successfully to-day without the use of explosives. To the settler and farmer explosives are also essential. It is interesting to note that for every mile of hard-surfaced road that is built one thousand pounds of dynamite and blasting powder are used. Indirectly explosives are necessary for practically everything in which metals of any kind are used, from ever-sharp pencils to household utensils, for the metals would not be obtainable without the use of explosives in mining.

The ammunition division is another one that is of far further importance that may generally be realized. As The C. I. L. News for 1930 says:—"It can be safely said that no other ammunition company in the world has done as much as Dominion to encourage shooting among the boys. It can also safely be said that there are few organizations in the world comparable to Dominion Marksmen. Organized in 1917 by the Dominion Cartridge Company with the idea of teaching young Canadians how to shoot and how to handle firearms with safety to themselves and others, the organization has grown until today it comprises 20,000 members. Each year, Provincial and Dominion championships are held and many remarkable records have been made."

Lake Teniskaming was free of ice on May 5th this year, the same date as in 1929.

**Letter From Mr. Bradette Regarding Mail Service**

Reference is made elsewhere in this issue to a promise made by Major Mac Lang in regard to the resumption of the Toronto mail service from this part of the country. This week W. O. Langdon, president of the Timmins board of trade, is in receipt of a letter from Jos. A. Bradette, M.P. for this riding, conveying the message that he believes that it will be only a matter of a few days now until the Toronto mail service will be resumed from Timmins. Mr. Bradette has been working on the matter of the mail service to Toronto and he and Mac Lang, M.P., have very evidently been impressing their views on the post office department. It is now only a matter of arranging the details before the service is put back on, according to the suggestions in Mr. Bradette's letter. No. 46 will carry Toronto mail from Timmins and other points along the line, the locked bag plan being used. It is expected now that the service will be put into effect within the next week or so. The change in the service, or rather the dropping of the service, has been a serious handicap to business men and others wishing to send mail to Toronto, and the sooner the Toronto mail service is restored the better it will be. All will hope that Mr. Bradette is right and that the post office department has altered its ideas on the matter. In the letters sent to the Timmins town council and to the board of trade here the post office department seemed to suggest that Timmins was asking for a double mail service to Toronto. What the people here were asking, and still ask is a proper service to Toronto. Instead of asking for a duplication of the present mail service to Toronto, the idea is that while now the Toronto service is subordinated to the Montreal mail service, the arrangements to be made to give a proper mail service to Toronto.

**Suggests Taking Over Canada Northern Power**

The fact that when The Advance several months ago suggested that power would be brought from north of Cochrane to Sudbury and that the Canada Northern Power would be amalgamated into the Hydro plan, there was much question over the matter. The power line is now an assured fact and there remains, despite the words of some interested, that the power company be amalgamated. Speaking of the matter The Sudbury Star says:—

"It is apparent that a good slice of the territory in Northern Ontario has been cornered by Canada Northern Power Corporation. The Ontario Hydro-Electric Commission will have Cochrane, Sudbury and other points. While nickel is the biggest power customer in the whole area, Canada Northern has by far the largest number of mines on its list, and has good prospects of steady expansion for many years to come. While the demand for Commission power will undoubtedly gain from year to year, the question is whether or not the increase will be rapid enough to take care of the 100,000 horsepower from the Abitibi development when delivery of that amount is made.

"The Commission can strengthen its position, however, by reaching out and taking in the Canada Northern Power system. This would not only provide a larger market for its power, but would also fit in with the plans of the Commission to serve the province from one end to the other with its own power lines.

"Canada Northern Power would fit in well with the Commissioner's plans from an operating standpoint. There would be no need to change plans for running the new transmission line from the Abitibi development direct to Sudbury. With the absorption of the Canada Northern Power system, how-

**"SO SKINNY SHAMED IN BATHING SUIT GAINED 15 LBS."**



"Gained 15 lbs. taking Ironized Yeast. Was always ashamed to wear bathing suit but now I can and not feel too skinny."—Eulah Lanningham.

Thousands write of 5 to 15 lbs. gained in 3 weeks with Ironized Yeast. Bony limbs round out. Ugly hollows fill in. Blemished skin gets clear and rosy like magic. Nervousness, indigestion, constipation disappear overnight. Sound sleep. New health and pep from very first day.

Two great tonics in one—special weight-building Malt Yeast and strengthening Iron. Pleasant little tablets. Far stronger than unmedicated yeast. Results in 1/2 time.

So quit being ashamed of "skinny-ness" sallow skin. Get Ironized Yeast from druggist today. Feel great tomorrow. Money back from manufacturer if not delighted with quick results.

ever, the Commission could connect up the new transmission line with that of Canada Northern near Cochrane. The mines and towns along the T. and N. O. railway as far down as Cobalt could then be supplied with Abitibi power, while the power formerly used in that area could be transferred to North Bay and meet that city's needs of an increased supply of electric energy.

"In this way the two systems could be linked up. There would be ample power for all the municipalities and mines and the Commission's field of operations greatly widened."

London (England) Punch.—This world is full of trouble. Hardly a day passes but there is an election being held somewhere or other on earth.



**Reo's long life and Reo's new range of prices place a fine car within the reach of every family!**

**Drive a Reo and convince yourself.**

**COME IN TODAY!**

**REO GOOD for 100,000 miles**

**NATIONAL MOTOR SALES**

Service Dept. 7 Cedar St. South  
Show Room 55 Third Ave. Timmins  
Telephone No. 3, Timmins

**JUST AS GOOD!**

**ASK YOURSELF IS IT?**

When you ask for a certain line of goods, a line of goods which you have seen advertised in newspapers—and you are told "here is something just as good and cheaper," it is time to do some thinking. If there is more profit in selling goods not advertised, and you are buying at a saving, there must be something wrong somewhere—and usually that is loss of quality—Something left out that is **THERE** in the advertised commodity you originally asked for.

It is well to remember that a manufacturer invests his good dollars in advertising space because he knows his product is right. The fact that he advertises in newspapers so that "he who runs may read" is evidence that he knows his claims are right, and that he is ready to stand behind his merchandise and the stores that sell it.

**ASK FOR AND GET NATIONALLY ADVERTISED GOODS**

**Here and There**

(225)  
Twenty-two days will be occupied by the annual tour across Canada to be conducted by Dean Sinclair Laird, of Macdonald College, when his party leaves the Windsor Street Station, Montreal, by special train over Canadian Pacific lines on Sunday, July 20. This year will be the seventh trip conducted by Dean Laird and, as in past years, will include automobile drives over the famous Banff-Windermere highway and from Field, via the Yoho Valley, to Lake Louise, as well as steamer trips across the Kootenay Lake to Nelson; from Vancouver to Victoria; and on the Great Lakes steamships from Port William to Port McNicoll.

Spring seeding in the west is proceeding at a rapid pace, according to report at the end of April from the agricultural department of the Canadian Pacific Railway at Winnipeg. Taking the three prairie provinces as a whole it was then estimated that 43 per cent. of wheat seeding is completed, with some districts in south-eastern Alberta reporting between 50 and 65 per cent. finished. Heavy showers have somewhat retarded progress in north-western Saskatchewan.

Twelve representatives of the New Zealand press are at present travelling through Canada via Canadian Pacific on their way to the fourth Imperial Press Conference to be held in London, Eng., next June. The members of this party with their wives and children have been visiting Banff and Lake Louise in the Canadian Rockies.

Contracts are let and grading has been started on three additional branch lines of the Canadian Pacific Railway covering 145 miles in Saskatchewan and Alberta. It is announced by the company's engineering department. These new sections of railroad will provide facilities for passengers and freight into one of the richest agricultural areas now under settlement and will give encouragement to farmers already settled in the areas affected.

With 1,969,200 pounds more fish landed in Nova Scotia during March, 1930, as compared with the same month of the previous year, fishermen of the province received a total of \$385,384 for their catch, according to the monthly report of the fisheries branch of the Department of Marine and Fisheries. Total quantity landed in March was 9,473,000 pounds.

The new Montreal Harbor Bridge, a two-mile span across the St. Lawrence River, built at a cost of \$12,000,000, will be formally opened on Victoria Day by Rt. Hon. W. L. Mackenzie King, Prime Minister of Canada. This bridge, work on which was commenced five years ago, is one of the longest and largest in the world.

Marquis wheat still constitutes more than one-half of the western grain crop. This is shown by the test samples taken from 48 cargoes of Canadian wheat exported to England in 1928-29 and reported by the Dominion Department of Agriculture. The tests were made at the Dominion Experimental Farm at Brandon from samples collected by the Canadian Co-operative Wheat Producers at export ports.

Timiskaming Council of the Knights of Columbus intend to hold an initiation of the three first degrees of the order at Cochrane on June 8th, which will be attended also by candidates from Timmins, Iroquois Falls, Smooth Rock Falls and Kapuskasing.

**ANNUAL BAZAAR**

for benefit of St. Anthony's Church

**Timmins Rink**

Opening Monday Night

**May 26**

and continuing every evening until SATURDAY EVENING, MAY 31st

One of the Special Features will be the Exhibition of

**HABITANT INDUSTRIES**

Including Weaving, Spinning, Etc.

**ADMISSION FEE 10c**

Entry Prize given Every Night. Scores of Attractive Booths and Features, Novelties, Etc.

**EVERYBODY WELCOME ALL WILL FIND THIS EVENT A VERY PLEASING ONE**