

This new Kitchen Help will save you Time



The MAGIC COOK BOOK
Published by STANDARD BRANDS LIMITED
GILLETT PRODUCTS
TORONTO, MONTREAL, WINNIPEG

This New Magic Cook Book contains more than 200 tested recipes. Your copy is all ready for mailing. Send for it.



Look for this mark on every tin. It is our guarantee that Magic Baking Powder does not contain alum or any harmful ingredient.

Keep a copy of the New Magic Cook Book handy and you'll never have to worry about what to serve.

Whether you need a suggestion for lunch . . . for dinner . . . or for your tea guests, you'll find the answer in this new handy housewife's help. It's a compact, complete directory of all the good things you'll ever want to make for any occasion . . . and it's FREE!

Send us your name and address and a copy will be mailed. Write to-day.

3 out of every 4 Canadian women, who bake at home, say they use Magic because it gives consistently better baking results. If you use Magic Baking Powder, it will ensure better baking results for you too.

**This fact was revealed in a recent Dominion-wide investigation.*

STANDARD BRANDS LIMITED
GILLETT PRODUCTS
TORONTO MONTREAL WINNIPEG
and branches in all the principal Canadian cities

ANOTHER REDUCTION IN THE PRICE OF EXPLOSIVES

Canadian Explosives, Limited, Passes on to Customers the Savings Made in Production Costs from Time to Time.

It is frequently said of companies enjoying a virtual monopoly in the sale of a particular product, that they tend to "charge what the traffic will bear." Even when the lower costs are brought about through increased production, they are reluctant to pass on to the consumer the saving which results. The Canadian Explosives Division of Canadian Industries Limited, however, maintained a consistent policy of giving their customers the benefit of such savings as they are able to effect in production costs. Moreover, a recent reduction in prices has been announced in spite of a noticeably lessened demand.

Since November, 1925, there have been no less than nine reductions in the price of dynamite. It is of interest to learn how these reductions have been justified. In the first place, the installation of the most modern machinery and the application of modern methods have effected economies in manufacture, and, secondly, the considerable buying power of Canadian Industries Limited has brought about lower raw material costs. It is safe to say that the present price of explosives in Canada is as low as it can possibly be commensurate with a fair margin of profit.

Again, in the matter of transportation costs, Canadian Explosives Division of Canadian Industries Limited have been able to render their customers a signal service. In 1925 the company were responsible for representing to the Board of Railway Commissioners that fact that the danger of transporting dynamite was not so great as their freight rates seemed to indicate. These representations, based on solid facts, resulted in an average reduction of freight rates of approximately 20%, and in the case of large shipments to the Maritime Provinces, a reduction of almost 50%. It is gratifying to note that since the reduced rates came into effect there have been practically no losses nor explosions of high explosives during transit either in United States or Canada.

These facts demonstrate that the Explosives Division of Canadian Industries Limited has played a highly important part in reducing the costs of opening up the undeveloped portions of Canada which are proving to be of such value to the Dominion.

PILE PAIN Ends in 1 Minute

"Raped, burn, itch and pain of piles in 1 minute with 'Sootha-Salva,'" writes L. T. Sears. "Bleeding stopped, Piles soon vanished. Avoided operation." Get instant results today. All druggists.

to BRITISH ISLES and BACK

\$155

Wonderful accommodation . . . cosy 2, 4 or 6 berth staterooms for couples or families. Fine Public Rooms and Lounges. Music and games. Children's Play Rooms. Excellent food, ample portions. Stewards and Stewardesses to wait on you. And only \$155 return.

Book through The Cunard Line
Corner of Bay and Wellington
Streets, Toronto, (Tel. Elgin 3471) or any steamship agent.

THIRD CLASS by **CUNARD**
ANCHOR-DONALDSON
LINES . . . CANADIAN SERVICE

HOWEY MINE SAID TO BE SAFE FROM FIRE MENACE

There were newspaper reports last week to the effect that the mill and other buildings at the Howey Gold Mines, Limited, in the Red Lake district, were in some danger of destruction from the forest fires in the area. These reports were denied by R. J. Birks, secretary of the mine. A wire received by the secretary stated that a small fire was burning some distance to the west of the mine, but that this and the conflagration around Sioux Lookout, were pretty well under control, with no danger threatening.

According to Mr. Birks, Howey is in no danger. The ground all round the buildings has been cleared for a distance of from one-half to three-quarters of a mile. The company is well equipped with pumps, fire-fighting equipment and water to take care of its property and has a staff of about 250 workmen available at a moment's call.

JOHN BIRCH, NIPissing JCT., REACHES 108TH BIRTHDAY

For several years past The Advance has been making reference once a year or so to John Birch, who is noted as one of the oldest men in Canada. There is special interest in this old gentleman because of his ready wit. He has "taken a fall" out of more than one smart reporter who has undertaken to interview him. Some of his comments on men and affairs have been given wide publicity on account of their shrewdness and wit. On Wednesday of last week, John Birch, of Nipissing Junction, near North Bay, celebrated his 108th birthday, enjoying good health and doing light chores on his farm, which is now operated by his sons, Adam and John. He migrated from Russia in 1866 and settled in Renfrew County near Pembroke. At the age of 68 he moved his family and chattels northward to break virgin soil in the district in which he still resides. He cannot recall of having suffered serious illness or infirmity and attributes his long span to hard work and temperance in all things.

He fought with the Russian forces in the Crimean war and vividly recalls incidents in that devastating period, one being the bayoneting of a brother while they lay wounded side by side. He condemns the present-day method of warfare with the warriors taking shelter in ditches and killing being done by long range shooting and overhead and underwater bombing, preferring the old method of face to face musketry and bayonet fighting.

Mr. Birch is still able to help with light chores, including wood splitting, and his particular and special charge is a flock of chickens. His eyesight at long range is still good but he bemoans the fact that he is now unable to quickly and effectively discern objects at close range, particularly at the meal table. Mr. Birch is an old age pensioner and is believed to be the oldest in the Dominion enjoying that benefit.

Mr. and Mrs. C. L. Grandall, of Trenton, Ont., were visitors to Timmins last week.

MINING EXCHANGE ADOPTS STRINGENT REGULATIONS

Revision of By-laws Expected to do Much to Restore Healthy Conditions in the Stock-mining Market.

The trouble last year in connection with the mining exchange brokers has had an effect not only on the stock brokerage business but also on the matter of money for mining enterprises. Though any practices objected to in regard to mining stocks have been more or less common to all stocks, there has been a tendency to act as if it were only the mining stocks that had any improper practices. As a consequence the interest and investments in mining have decreased for the time being, but there are signs now that this condition will be remedied and that renewed interest and money will be attracted shortly to the mining group. In the meantime the mining exchange has taken steps to help along a remedy.

From January 1 next the Toronto stock exchange will prohibit the holding of a seat by limited liability companies, says Financial Post. At present, 22 of the 62 members are limited companies.

The majority of the members are said to contend that the holding of seats by individual persons, who may be members of a partnership, is for the protection of clients. In the event of failure of a stock exchange member, the whole of the assets of a member are for creditors, whereas, in the case of limited companies, the assets of shareholders are not of course, assessable.

The ruling of the Toronto stock exchange prohibiting the holding of seats by limited companies is in accordance with the practice of the Montreal stock exchange and of all the important exchanges in other countries, including New York and London.

The precedents of other large exchanges were not considered valid by Toronto members who contended that there is no especial merit in limiting membership to individuals or partnerships. They held that the assets of a limited company might be greater than the assets of an individual member and that, with the rule enforced, it merely will mean that limited companies now holding seats may find it desirable to effect an indirect means of continuing the advantage of membership.

The argument against limited-liability acting as brokers, with seats on exchanges, has arisen partly because, it is reported, some such companies may at some time offer stock to the general public. This would be one means of splitting commissions with favoured clients—i.e., shareholders—against which exists one of the most stringent of stock exchange rules.

It is understood that, under the laws governing partnerships, there could be limited or special partners in enterprises where a number of individuals not active in an organization wished to invest their capital. Liability of such special partners would be limited to the capital subscribed, the balance of the liability resting on the unlimited partners. Such an organization, it is claimed, would find no disadvantage on the rule prohibiting ownership of a stock exchange seat by a limited company.

Commenting on the changes made in the by-laws of the Standard Stock and Mining Exchange the following editorial reference is made by The Toronto Mail and Empire:—

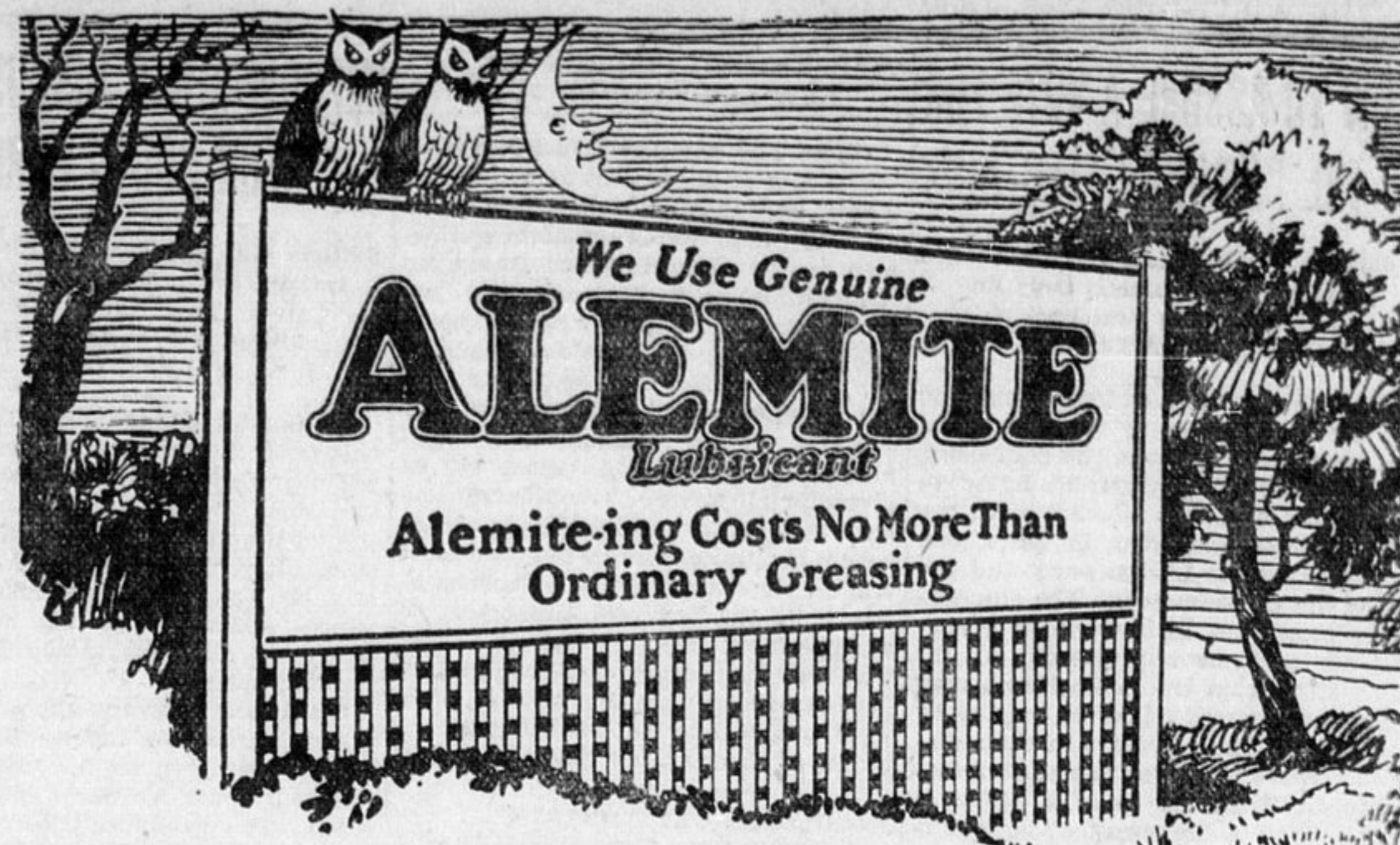
"In keeping with the interprovincial conference last winter regarding the mining stock business and in pursuit of legislation subsequently adopted by the Ontario Legislature, the Standard Stock and Mining Exchange of Toronto has put through a wholesale revision of its by-laws which should go far to restore healthy conditions. In the preparation of the new by-laws the directors consulted the attorneys-general of all the Canadian provinces concerned and made a thoroughgoing study of the safeguards employed on the senior stock exchanges here and in the United States.

The result is that henceforth no member of the Standard Exchange can

make a practice of betting against his customers in the market. Heavy penalties, including suspension or expulsion, are to be imposed for conduct inconsistent with the equitable principles of trading. There must be no effort on the part of a member to mislead the board or committees of the exchange in regard to his business. There must be no deliberate plotting to upset the equilibrium of the market. There must be no improper soliciting of orders by high-pressure salesmanship. There must be no bucketing or wash sales. One of the principal reforms is that no limited liability company may occupy a seat on the exchange, this provision being inserted to prevent any broker from evading his legal liabilities. The changes in the rules of the exchange follow almost word for word the recommendations formulated several months ago by the attorneys-general of the provinces.

"If a firm holds securities for safe-keeping which have been fully paid for by a client, such securities must not be confused with securities held on margin. The investments must be segregated and ear-marked in trust for each client. The exchange clearing house has the power to make periodic checks without notice upon all transactions occurring on the board. The new auditing by-law is an important feature of the reform just completed. A high standard is established as to the class of auditor who may be employed. Once a year the auditors designated by the board may, without warning, audit the assets and liabilities of any firm. In case any member fails to comply with any of these regulations, he is liable to suspension. In addition, simultaneous audits may be made of the books and business of all members. This to prevent any possible chance of firms combining in their exchange transactions to defraud customers.

"It is felt that these reforms will have the general effect of re-establishing confidence in the Standard Stock Exchange. It may fairly be said that the outcome justifies the action of Attorney-General Price last winter. Most of the bad news about the mining stock business must now be out. Such bad news included the exchange disclosures of some months ago and the depression in the price of base metals. The court trials of certain brokers have still to come, but when these are out of the way the public should once more begin to consider the intrinsic value of mining issues, rather than the temporary adverse conditions which have brought about the present low prices."



The **WISE ONES** insist on **Genuine ALEMITE Lubricants** THEY REFUSE ALL SUBSTITUTES

- SA 138. STEWART-WARNER-ALEMITE CORPORATION OF CANADA, LIMITED - BELLEVILLE, ONTARIO
- The Timmins Garage Co. Limited, TIMMINS, ONT.
 - The Hi-Way Service Station, TIMMINS, ONT.
 - The Northland Motor Sales, TIMMINS, ONT.
 - McGill Hardware Limited, COCHRANE, ONT.
 - Ansonville Motor Engineering Co., IROQUOIS FALLS, ONT.

Cross sky --- and cross country

runs the RED INDIAN TRAIL!

Cyclo Gas
MOTOR FUEL
A new motor fuel with drive—pep—and punch aplenty!

RED INDIAN MOTOR OIL
Provides a perfect film of protection between all working parts of the engine!

MARATHON
GASOLINE
A straight-run gasoline . . . economical . . . uniformly clean and reliable!

McCOLL-FRONTENAC
McCOLL-FRONTENAC OIL COMPANY LIMITED
432

Eagle flight when you climb the sky . . . wind swiftness when you take the road . . . the miles drop smoothly behind you on the Red Indian Trail!

Banish fuel and oil worries when you set out to drive! Let the Red Indian point the way to better, brisker performance! Make it easy for your car to yield maximum driving pleasure!

Enjoying Canada-wide popularity, McColl-Frontenac products are to be had in your own neighborhood. Red Indian stations are everywhere. As you drive 'cross the country (or fly 'cross the sky) you're always on the Red Indian Trail!

J. R. WALKER, AGENT PHONE 380 **TIMMINS, ONT.**