

Canada Northern Power Corporation Limited

CONTROLLING AND OPERATING
NORTHERN ONTARIO POWER COMPANY, LIMITED
NORTHERN QUEBEC POWER COMPANY, LIMITED

IMPORTANT RATE REDUCTION

On July 15th, 1930, our customers are offered **OPTIONAL RESIDENTIAL RATES** which will effect reductions up to 32 per cent. on our present rates, to all users of a reasonable amount of electricity.

This step is entirely voluntary on the Company's part, and will enable everyone to make use of electricity for all Household purposes at the following net rates:-

2½ cents per k.w.h. for the first 100 k.w.h's
2 cents per k.w.h. for the next 100 k.w.h's
1 cent per k.w.h. for all over 200 k.w.h's
Plus a fixed charge of \$1.50 per month.

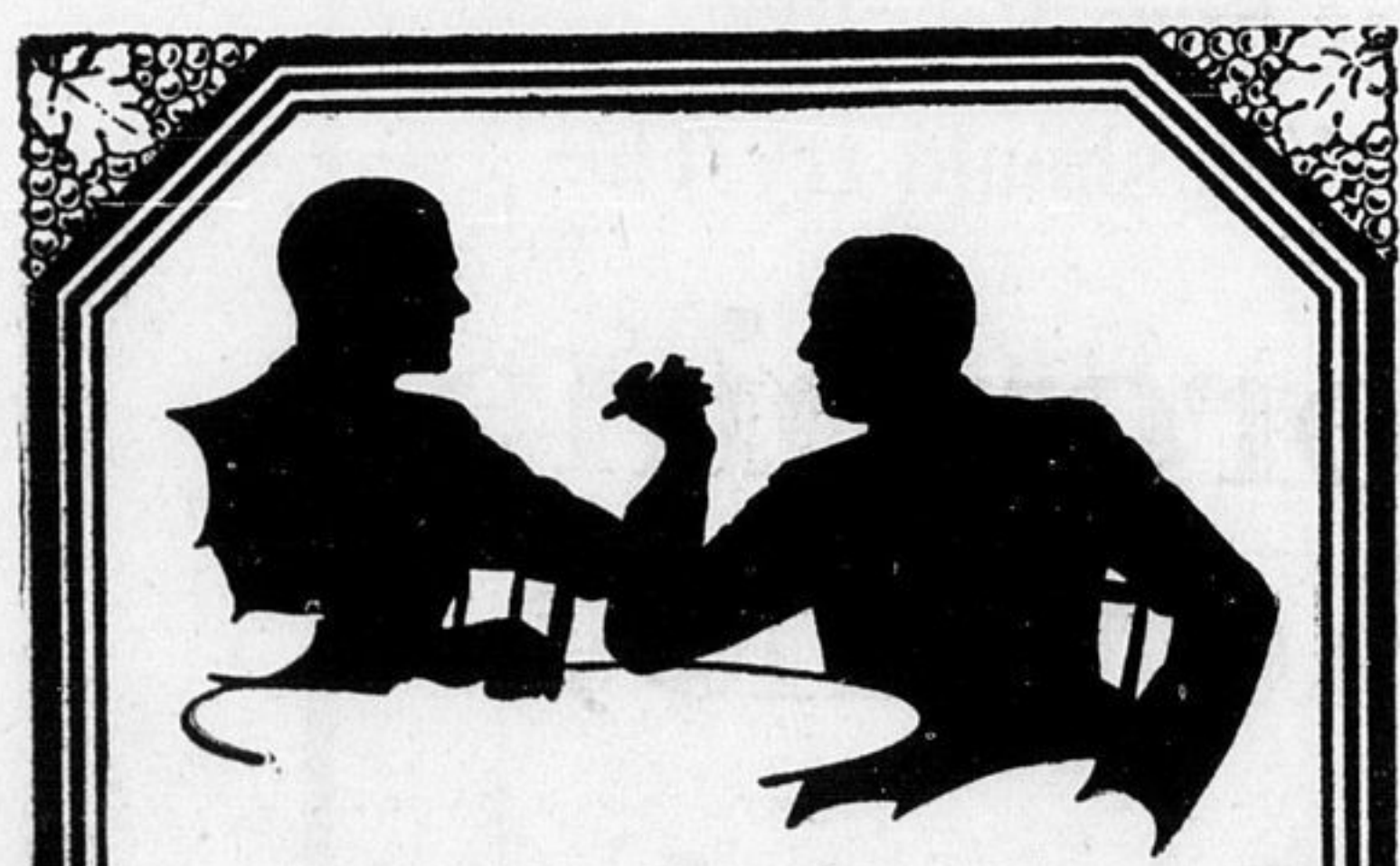
We give below a comparison of the existing and proposed new optional rates:-

	EXISTING RATES		PROPOSED OPTIONAL RESIDENTIAL RATE		REDUCTION IN ACCOUNT	
	Consumption K.W.H's	Amount	Consumption K.W.H's	Amount	Amount	Per Cent
LIGHTING	40	\$3.12				
HEATING & COOKING	428	6.78				
	468	9.90	468	\$8.68	\$1.22	12.3
LIGHTING	40	3.12	40	2.50	.62	19.9
LIGHTING	60	4.56				
HEATING & COOKING	518	7.68				
	578	12.24	578	9.78	2.46	20.1
LIGHTING	75	5.64				
HEATING & COOKING	518	7.68				
	593	13.32	593	9.93	3.39	25.4
LIGHTING	94	7.01				
HEATING & COOKING	424	6.49				
	518	13.50	518	9.18	4.32	32.0

In order to take advantage of these reduced rates it is necessary to sign a new contract.

For further information call at any of our offices. Our Branch Managers will be glad to show you how these low rates will enable you to effect considerable saving and also how cheaply you can enjoy the use of electrical appliances.

AS PLEASANT TO TAKE AS SUGAR
THOROUGH IN THEIR WORK
MILLER'S WORM POWDERS
CONTAIN NO NARCOTICS
EFFICIENT AND PROMPT TO ACT



How the Story of ENO Goes Around the World

By word of mouth—from one man to another... by the millions of active, vigorous bodies and bright faces that owe their look of good health to the daily dash of ENO in a glass of water...

... In this way has the fame of this sparkling, refreshing health drink spread round the world.

Just a few days' trial will convince you, too, that this non-habit-forming laxative will keep you alert in body and keen in mind.

ENO Carries Good Health To The Ends Of The Earth



Sales Representatives for North America:
Harold F. Ritchie & Co. Ltd., 10-18 McCaul St.
Toronto

MOST IMPORTANT ISSUE IS TRAN-CANADA HIGHWAY

Interest of the North Land Centre Round This Issue. What is the Proper Stand for the Voters on the Matter.

From the opening of the present election campaign The Advance has held that the two issues that are of paramount importance to this North Land are the questions of the Trans-Canada Highway and unemployment. It has been shown that these two questions are closely related on many points and that they touch many other smaller issues that are of special interest to this country. For instance the attitude of some politicians on the matter of the Trans-Canada highway is reminiscent of the stand of similar politicians on other questions affecting the North. Hon. Mr. King is now quoted as in favour of the Trans-Canada highway, but he and all his followers voted against it at the last session. In the same way Mr. King and his satellites pretended to favour a Senator from the North Land, but always men, or a woman from some other section of the province has received appointment to Ontario Senate vacancies. In other words the situation can not be escaped that the King Government, like other governments before it, have not given the North the practical consideration warranted. The Advance has pointed this out repeatedly during many years past and irrespective of the political strife of the administration that might happen to be guiding the ship of state at Ottawa.

Recently there has been a more or less general tendency in both political parties to recognize the importance of the Trans-Canada highway and the serious menace of unemployment at present throughout the Dominion. The fact that the building of the highway would be an important factor in solving the unemployment issue is also being noted by a growing number of people in both political parties. The Advance has for years been giving liberal space to the Trans-Canada highway matter and is sure its readers are very greatly interested in the question. For this reason it is re-printing herewith part of an editorial article from a recent issue of The Northern Tribune, of Kapuskasing. The Advance believes this Northern Tribune article to be one of the most interesting to date on the issue in its present bearings. It seems to be well worth the most careful consideration in every detail. The Advance would suggest that a careful reading of it will repay any reader.

The article as appearing in The Northern Tribune is as follows:-
To record a fact rather than to utter a boast, The Northern Tribune can probably claim to have devoted more

space to the trans-Canada highway question within the last six months than any other weekly paper in Canada.

"It has no regret for having done so. We have not purposely avoided editorial discussion of any other national or provincial public question in order to concentrate on the highway discussion; but there did seem to be merit in giving prominence to an issue that very closely touches the lives and welfare of every citizen in this part of the great North, so that the urgency of its immediate construction will be emphasized. There is some evidence that this labour was not in vain, in its local aspects. We could hardly presume for a wider audience, yet commendation has not been lacking from other centres as well, for the arguments adduced in favour of the national highway.

"Our contentions have not been partisan, when political implications were apparent. We said three months ago that Premier King (in lining up the Liberal party in Parliament to vote down the federal highway subsidy resolution) had 'furnished the Opposition with a first-class fighting issue from coast to coast.' It is now abundantly clear that he did that. Against this statement, we venture the opinion that probably there was more hope for the Northern routing of the highway from the late Liberal Parliament than there might be with a Conservative majority in power at Ottawa, 'for obvious reasons.'

"The two party leaders have now made statements of their stand on the trans-Canada highway issue. They will bear comparison.

"Some weeks ago Hon. Mr. Bennett included the highway in his platform of pledges. This pledge is consistent with the vote of himself and his party in favour of it in the House of Commons on April 10th this year, and there is no reason to doubt its sincerity.

"Hon. Mr. King's declaration was forced from him last week, and such as it is, it is quite unsatisfactory. He proposes to allow the mooted fall conference on unemployment to change his mind for him, and then he will graciously accept an almost unanimous Canadian verdict and proceed with the highway construction—if the voters have trusted him again! This peculiar and circuitous method of changing dignified politicians' minds for them is circuitous and costly for the country; it is much easier to let them reflect at their own expense, and bring forth fruits meet for repentance.

this time to provide work for many thousands of our unfortunate unemployed fellow-citizens; but in better times, the need for it would be of paramount importance just the same.

"With polling day little more than three weeks away, it seems that the electorate should by now be able to make up its mind on where the trans-Canada highway issue stands in this campaign, and which party deserves support therein. The Northern Tribune has withheld its own decisions until the Liberal position was disclosed, much as it had criticized the party's previous record on it. There was still hope that a satisfactory shift of position might be made. But not now.

"We have reached the conclusion that it will be necessary for those voters who wish to have the trans-Canada highway constructed as soon as possible through this part of the North, to cast their votes against the candidates of the Liberal ex-Premier. No other way seems to offer hope of accomplishing that object; and that object transcends all others in this constituency. We will recapitulate the reasons for this judgment, and so that the reasons themselves may carry their weight rather than the extraneous questions of how, when and by whom they are put forward.

"First to be taken note of are the growing indications of Hon. Mr. King's pending defeat on July 28th, which would deprive him of the capacity to give his own interpretation to his belated half-promise to grant federal aid to the cost of the national highway construction. He really appears to have no chance to make gains in any of the other eight provinces—rather the reverse—and in Ontario, relatively small as his percentage of seats has been, it is almost certain to suffer further reduction. The two Ottawa seats have an almost uncanny habit of going over to the winning side; this time they are headed back to the Tory fold. Nipissing and South Temiskaming appear to be Northern losses, with Liberal confidence and morale waning in this North Temiskaming riding. King may lose ten seats in Ontario; and that will dissolve his parliamentary majority. Then his nod to the unemployment conference, to endorse the highway, will be impotent as far as he is concerned.

"Should Hon. Mr. Bennett emerge victorious, carrying with him the seats of Nipissing, South Temiskaming, East Algoma, West Algoma, Port Arthur and Fort William (if not Kenora also), while North Temiskaming returned the late Liberal member who voted against the highway, what chance in the world have we up here of getting the highway routed this way? Which section would have the most influence, with Conservative governments in power at Ottawa and Toronto, and our riding in opposition? Figure it out yourself. Mr. Bradette in the role of a champion for this highway route against such odds, after he has written columns and

columns of arguments to prove that the federal government couldn't participate in it at all, is a diverting speculation.

"Suppose, however, that the federal result is different; that neither Grits nor Tories have a clear majority, but that the Farmers and Labour men hold the balance, and in effect determine who shall rule. These two groups have strongly favoured the national highway construction, and will be loathe to continue Mr. King in the premiership while he was either opposed to it, or later very luckless and evasive in its favour. They also jointly supported the Labour men's resolution on unemployment, over which Mr. King waxed so peevish in his 'five-cent' speech. Will they fight Liberal candidates and then support a Liberal premier? Not unless Mr. King reduces his chest expansion considerably and radically alters his tune. The probability is that in the event of such a stale-mate, the other Northern members will be out full chorus for the highway to be routed through their ridings and with a Liberal member North Temiskaming would be out of step, out of the picture, out of luck."

EARLTON MAIL CARRIER PASSED AWAY LAST WEEK

Mr. Morin, an old resident of Earlton, died very suddenly on Tuesday afternoon of last week, when he was seized with an attack of what was believed to be heart failure and collapsed at the T. & N. O. station. He was 65 years of age and had been well known for many years in the town, where he carried the mails from the station to the post office.

AMONG THE WORLD'S BEST

A report recently received by F. C. Elford, Dominion Poultry Husbandman, shows that Canadian entries in the Overseas Section of the British National Laying Contest now being conducted in the Old Country are among the leaders, holding third and fourth place respectively. A pen of White Leghorns entered by C. D. Calder, of Cowansville, P.Q., holds third place with a total score of 825 points, while a pen of the same breed entered by J. C. Quandy, Port Dover, Ont., holds fourth place with a score of 782 points. The leading pen in the international contest is an entry of Rhode Island Reds from France, total score 926 points. Second place is held by an entry of the same breed from Ireland with a total of 924 points. With some weeks yet to go the position of the Canadian entries may be materially improved if they keep up their present excellent performance.

Calgary Daily Herald.—A Quebec orator has denounced Mr. Bennett as "a type of Englishman we do not like to see in this country." It is surprising that sort of nonsense is heard 63 years after Confederation.

ANOTHER SLAP AT KISSING

(From The Mail and Empire)
Amy Johnson, who slapped the face of an Australian youth who attempted to kiss her had the courage to do what scores of other celebrities have only longed to do. She has established a useful precedent, especially necessary in these days when new heroes and heroines have a habit of cropping up over night.

ARRANGING FINANCES OF THE HISLOP GOLD MINES

(From The Mail and Empire)
Arrangements for the financing of additional development work at the property of Hislop Gold Mines, southeast of Matheson, are just about complete. A strong financial group from New York has expressed willingness to advance funds in return for stock at a price understood. The property, which is fully equipped, has seen considerable surface work, consisting of trenching, stripping and test-pitting. A two compartment shaft was put to 60 feet prior to the suspension of operation a year ago. While definite plans have not as yet been drawn up, it is thought likely the development programme as originally laid out, will be followed.

HARD WORDS BUT JUSTIFIED

In a letter to The Mail and Empire, Dr. James P. Treacy writes:
"Governments have grants for everything in the nature of political and social propaganda, but no help for the unemployed. There are grants for biology, grants for civil pensioners, grants for public monuments in stone or bronze, but no grant for the image of God cut in white flesh; grants in abundance for museums which cater to the aesthetic and those learned in evolution and Egyptology; grants for libraries, public halls and armories; to patriotic associations and civil and military societies, but the heterogeneous association of the workless are ungranted and unwanted."

CAN THE RIGHT WAY

With the season of fresh fruits and vegetables at hand the housewife is particularly interested in canning and preserving. There are many ways in which these may be undertaken, but only the right way gives success. Methods which have been thoroughly tried and proven by the Fruit Branch of the Dominion Department of Agriculture are fully outlined in Pamphlet 109, "Canning Fruits and Vegetables." This little booklet, prepared by an expert, gives complete detailed instructions as to how to proceed, together with useful timetables for the cooking of fruits and vegetables for canning. It also deals with types of kitchen equipment particularly suited for the purpose, and also how to get the best results with equipment readily available in the average home.