

Watt's Bakery

We have arranged to bake a "SPECIAL TREAT" for our customers every day, in addition to our regular lines—Let us help you plan your menu.

MONDAY FILLED BUNS, with Jelly, Jam or Fruit Fillings	THURSDAY BUTTERFLY BUNS—Delicate in taste and made with creamery butter.
TUESDAY RAISIN BREAD—Delicious and wholesome	FRIDAY CINNAMON BUNS—The real old fashioned spicy kind
WEDNESDAY BUTTER HORNS—With a flavour you can't forget	SATURDAY HONEY AND PECANS—Make them delicious

TELEPHONE 322

LAWSUITS

A new law concerning owners and operators of automobiles and trucks becomes effective September 1st, 1930. It will be more important than ever that you have your car or truck fully insured.

We will be pleased to explain the new Act to you fully.

Automobile Insurance at Lowest Rates

SULLIVAN & NEWTON

Phones: Office 104
Residence 237 & 151

Goldfields Block,
Timmings, Ont.

NOTICE

We have not sold our Ice business but are still carrying on that line to the satisfaction of all our old customers and many new ones. For the

BEST IN ICE AND SERVICE

Patronize—

UNION COAL COMPANY

35 First Avenue Phone 102 Timmings

John W. Fogg Ltd

Lumber, Building Materials, Coal and Coke, Mine and Mill Supplies

A COMPLETE STOCK OF ROUGH AND DRESSED LUMBER

RED AND GREEN Slate Surfaced Roofing in Strip Shingles and Rolls. Asphalt Roofing and Sheathings. Spruce Building Paper

Clear B.C. Fir V-Joint; Gyproc; Hardwood Flooring; Spruce Flooring V-Joint and Shiplap; White Pine Featheredge; Clear Fir and Pine Doors in stock sizes; Sash in stock sizes.

Head Office and Yard
TIMMINGS, ONT.
Phone 117

Yard
SCHUMACHER
Phone 725

FREE ICE

All you pay for is cutting, storing and delivery. Our ice—pure, healthful and noiseless refrigeration

COAL

Good coal is stored sunshine. Let's fill your bin while prices are lower.

Frank Byck

Coal and Fuel Merchant

64 Spruce South Phone 32

NEW PROCESS WILL BE OF GREAT VALUE TO THE NORTH

Paper and Mining Industries Affected by Discovery of Process That May do Away with Sulphur Imports to Large Extent.

The number of specially valuable addresses given at meetings of the Kiwanis clubs of the North is well worthy of note. Readers of The Advance will recall numerous interesting and valuable addresses given in the past few years at the Timmings Kiwanis club. They covered a wide variety of subjects but all were interesting and informative, some of them remarkably so. The address on conditions in India by Rev. J. W. R. Netram may be cited as an example. This address gave all a new and illuminating outlook upon the true situation in India and the causes for the conditions. Helpful addresses are not confined to the Timmings club but are common to the Kiwanis clubs of the North. Kirkland Lake club seems to be specially fortunate in this regard. At a recent meeting of the Kirkland Lake Kiwanis club the speaker was Arthur A. Cole and his address dealt with a new discovery that would appear to be of outstanding interest and importance to the North on account of the pulp and paper industries here and the mining activities. The matter appears to be of sufficient importance and interest that The Advance is giving herewith the full report of the meeting at Kirkland Lake as it appeared in last week's issue of The Northern News.

"A discovery which promises to be of great import to the paper and mining industries of Northern Ontario," was explained to the members of the Kirkland Lake Kiwanis club at their regular luncheon on Thursday last, by Arthur A. Cole, special mining engineer for the T. & N. O., who spoke on the subject of the Freeman process of recovering iron pyrites. This process, a development of comparatively recent date, is expected to do away with sulphur imports to Canada and materially aid industry in this region.

"Anything that brings business to the mining industry, brings grist to my mill," Mr. Cole said, as he spoke of the two noteworthy developments going on this year,—the lignite fields, near the T. & N. O. extension and the pyrites burner invented by Horace Freeman of Three Rivers, Que. The latter has proven that the sulphurous acid gas, used extensively in the manufacture of paper, can be secured from iron pyrites, deposits of which are to be found extensively in Northern Ontario. At the present time, sulphur in a raw state is brought into Canada to the value of \$3,000,000 annually from the southern United States. If this substitute can be manufactured successfully in Canada, as well as providing magnetic iron as a byproduct, it would mean a lot to Canadian industry said the speaker.

"The Freeman process, using iron pyrites, Mr. Cole went on to explain, has now passed the experimental stage and produces sulphurous acid gas cheaper by this burner method than by one now in use, where raw sulphur is used. The pyrites, formed of two atomic weights of sulphur to one of iron, are blown into a rectangular furnace, four by six feet in dimensions, through the top in a swirling motion. The furnace is first heated to a temperature of 1800 deg. Fahrenheit by oil and once ignited, the sulphur in the pyrites continues to burn, giving off heat and the desired gas. The little pellets of iron drop to the bottom of the furnace and should any sulphur be enclosed in them, the heat causes the sulphur to burn. The resultant gas escapes by explosion and leaves a residue of magnetic iron.

"The sulphur gas is then passed through tubes under water and is cooled and purified. While the hot gas is being generated at the rate of one pound to every pound of pyrites used. This steam goes to other parts of the mill for commercial uses, five per cent. of it being used to run the apparatus in reducing the pyrites.

"Paper manufacturing plants are keenly interested in this process and are awaiting assurance that the supply of iron pyrites is sufficient to warrant changing their present equipment. One company that formerly was burning ten tons of brimstone, now uses 20 tons of pyrites and had good results for the past two months. The largest deposits in Ontario are now believed to be at the Aldermac Mine near Chemung, while the copper ore at the Noranda Mines is believed to have sufficient quantities for milling purposes.

"Vice-president McBain, who presided in the absence of President Treasurer, introduced Mr. Cole to the members and several visitors present."

Free Wheeling Newest Feature of Studebaker

Free wheeling, the greatest advance in automotive engineering in 19 years, is announced by The Studebaker Corporation of Canada Limited in its new series President and Commander Eight. In addition these new cars are provided with longer wheelbases, quieter operation, greater smoothness and new and improved body design.

This announcement is of especial interest to motorists in view of the championship performance of the past President Eight and Commander Eight models which have built up an enviable record of achievement attested by 5 world records, 18 international records and more American stock car records than all other makes of cars combined.

Free wheeling, according to the manufacturer, involves a basic engineering principle which its engineers have developed and perfected over long periods of research and testwork. Studebaker is the first Canadian car to offer free wheeling.

Free wheeling, as embodied in the new President and Commander Eight, offers in addition to an entirely new and pleasurable driving sensation a host of engineering advantages not to be found in the conventional car, it is claimed.

For example, car momentum never "forces" the engine with that sensation of "piling up" which is so common in conventional cars when deceleration takes place. At any speed, as soon as pressure is relieved on the accelerator the engine immediately drops to idling speed while the car continues to glide forward as silently and smoothly as a bird on the wing. Throughout this process, the gears are constantly in mesh, leaving the driver in complete control of his car.

Use of the free wheeling principle permits the motorist to do things with his car which at first experience seem incredible, it is said. He may shift gears from second to high and from high to second at any speed without touching the clutch. The clutch is necessary only to start and back up.

Free wheeling results in an appreciable saving in gas and oil, because this new principle permits the engine to drop to idling speed as soon as the foot is removed from the accelerator.

Strangely enough, the greatest economies are effected, it is claimed, in heavy traffic and hilly regions where the conventional car makes its greatest demands on gas and oil. Under such conditions free wheeling has resulted in a saving of 12 per cent in gasoline consumption, and 20 per cent in oil.

Free wheeling, eliminates the reversion strains thrown on tires, rear axle, universal joints, clutch and transmission of an ordinary car when the foot is lifted suddenly from the throttle. Carbon is also reduced because the engine is never forced by car momentum to pump excess oil and gasoline into the cylinders when decelerating.

Free wheeling renders the car surprisingly quiet at every speed. It adds to safety because it leaves the driver in complete control of his car at all times, allows him shift gears at any speed and reduces the hazard of skidding. There is no sudden grabbing or swerving when the brakes are applied, just a smooth and reassuring drop in speed, as swiftly as need dictates.

When the driver wants to use his engine as a braking medium in descending hills, a slight touch on the gear lever places the car into conventional gear and suspends the free wheeling operation for as long as the driver desires. Even this change does not require the use of the clutch.

COLLECTION OF MINERALS AT HAILEYBURY HOTEL

The Haileyburian last week says:—"The recent arrangements by the Haileybury Board of Trade to have a collection of samples of ore placed on display in Hotel Haileybury is now being carried out and Mr. B. W. Hartley, who undertook the work of listing the specimens, has already quite a respectable showing in a large case in the hotel rotunda. This collection consists largely so far of specimens loaned by Mr. Hartley himself, but it will be added to as samples are received from others who wish to help with the display. Anyone having specimens that should have a place in the collection is asked to communicate with either Mr. Hartley or Mr. M. S. Boyd, secretary of the Board, who will look after them. In Mr. Hartley's own collection are over 20 specimens of molybdenite, 29 tin samples from Cornwall and 28 of the lithium ores from Pointe du Bois, Manitoba. This will make a good beginning on the display and it is hoped to collect specimens of all Ontario and Quebec minerals, in order that visitors to the district may be able to see just what the resources consist of."

SETTLERS SHOULD RECEIVE ALL POSSIBLE ASSISTANCE

(From The Northern Tribune)

We are glad to reprint this week the comment of the Porcupine Advance on our suggestion that the settlers should be assisted in every possible way to organize for their mutual benefit. The problem is a difficult one. The settlers haven't the money to spare for expenses of organization, and it is very hard for them to meet together; while if the press undertakes the job, it will be charged with paternalism and manufacturing grievances not supported by the settlers themselves. More public interest in the settlers' welfare might bring forward a solution to get the association under way properly.

St. Mary's Journal-Argus:—Now that two flags float above the service station and the roadside booth, The Farmer's Advocate thinks it might be well to point out to the children once in a while which is the Union Jack.

PHONE FROM KAPUSKASING TO HEARST READY JULY 28

New Long Distance Line Will Put Hearst in Telephone Communication with all Parts of Ontario and Quebec

The new telephone line from Kapuskasing to Hearst is expected to be in operation by Monday of next week, July 28th, and so it will be possible to have the election returns in earlier time than in any previous election. Work has been carried on upon the building of the phone line between Kapuskasing and Hearst for some time past and the completion of the line is now in sight. It is expected that the construction work will be completed and the line tested out and in operation on Monday next. At the same time the work of installing the local telephone system in the town of Hearst has been carried along with equal success. Hearst will have 65 telephones for a start and the addition of this convenience to the town will be of decided advantage no doubt. With telephone service in its own town and communication by phone with the other towns of the North and with the rest of the province of Ontario and with Quebec, Hearst will feel it is making decided progress along the line of comfort and convenience and modern facilities.

A letter from the Northern Telephone Company, Limited, dated New Liskeard, Ont., July 17th, to The Advance, says—

Dear Sirs:—We are pleased to be able to announce that the new local telephone exchange at Hearst with 65 telephones and the new long distance telephone line from Kapuskasing to Hearst will be connected up on Monday July 28th and will enable the Hearst subscribers to get the results of the election on the evening of July 28th. This new long distance telephone line is of copper circuit and will put Hearst in telephone communication with all parts of Ontario and Quebec.

Yours very truly,
P. A. Craven, Secretary

FREE WHEELING

MORE ADVERTISING

(Kingston Whig-Standard)

"When hard times pinch, double your advertising."

That was a business maxim tenaciously applied by H. J. Heinz, Wanamaker and Eaton. It helps to explain the dominant position of these firms.


Business as a whole seems to have borrowed this maxim to increase advertising appropriations in the face of possible slumps.

During the depression of the winter and spring '30 of the 50 largest cities on the continent showed an increase in newspaper advertising. National magazines carried more advertising during that period than in the corresponding period of a year ago.

The result was that the advertisers who followed the success maxim did a good business at the height of the depression and commodities of all kinds continue to flow from stores into homes. And since sales tend always to lag behind advertising, the full effect of the increase promises to register itself in the forthcoming buying season. There will be no "summer slump" for members of the Wanamaker school.

Huntingdon Gleaner:—And just then we came across an "In Memoriam" notice which had appeared in the Winnipeg Tribune: Pye—In loving memory of John Robert Pye, whom his Father called home, Nov. 25th, 1928: "We miss those lovely fingers on the piano,—We miss his lovely voice with the songs,—And oh! how we miss that beautiful whistle, and his smiling face—And the things he did so snappy.—He hadn't barrels of money.—He may have looked ragged and funny.—But he travelled along—Singing a song.—Until his Heavenly Father made it snappy.—And took him home. Inserted by the family."

No other car in its price class gives all these valuable features



ALWAYS FAR IN ADVANCE • NO MIDSEASON MODEL CHANGES

Alone among cars in its price class, the Graham Standard Six, at \$1235, presents these exclusive features of value and quality.

- 115-inch wheelbase; four wide doors
- Six-cylinder 66 h. p. engine, 3 3/8 x 4 1/2, with 207 cu. in. displacement
- Silent-chain drive for both water pump and generator
- 7-bearing crankshaft, with main-bearing area 81.4 square inches in total. Cam-and-lever steering gear
- Adjustable foot pedals; rubber pads; treadle accelerator
- Internal hydraulic brakes, with big 12 in. drums
- Graham-built body, of true Graham quality—finer finish, finer upholstery, finer trim
- And shatter-proof safety plate glass throughout at the lowest extra cost ever placed on such equipment

At lower prices, your money buys in a Graham far finer quality, far finer value, far finer comfort, far better performance, far more economical operation and maintenance. Can there be any question as to which car to buy in its price class?

GRAHAM

QUALITY IS THE BEST POLICY

Berini Motor Sales, Timmings
Richardson & Reynolds, Porquis Junction
H. B. Child, Matheson
A. E. Sackrider, Kirkland Lake
P. H. Armstrong, New Liskeard
W. J. Newton, Cobalt

FOUR ATTRACTIVE BONDS

The following issues of Canadian public utility and industrial companies are representative of a broad list of securities which we recommend for investment. Full particulars will be gladly furnished upon request.

CANADA NORTHERN POWER CORPORATION, LIMITED— 5% Bonds due 1953. The corporation, through subsidiaries, serves the expanding mining territories of Northern Ontario and Quebec and shares in their growth. Price...93.50 and interest, to yield 5.50%.	KINGSTON ELEVATOR COMPANY, LIMITED— 6% Bonds due 1950. The company is a subsidiary of the Canada Steamship Lines Limited which unconditionally guarantees principal and interest of these bonds. Price...97 and interest, to yield over 6.25%.
McCOLL-FRONTENAC OIL COMPANY, LIMITED 6% Bonds due 1949. The company ranks third among oil refiners and distributors in Canada. This, its senior, security is convertible into common stock up to October 1st 1934. Price...100 and interest, to yield 6%.	INTER-CITY WESTERN BAKERIES, LIMITED— 6 1/2% Bonds due 1950. The company operates prominent bakeries in nine leading cities of Western Canada. Each \$100 of bonds purchased carries a bonus of 1/2 share of common stock. Price...100 and interest, to yield 6 1/2%.

NESBITT, THOMSON & COMPANY LIMITED

Royal Bank Building, TORONTO, 2

Montreal Quebec Ottawa Hamilton London, Ont.
Winnipeg Saskatoon Victoria Vancouver

1 Minute Ends Itch of ECZEMA

"SOOTH-SALVA" AMAZES DOCTORS
"Baby had terrible eczema. 'Sooth-Salva' ended itching in 1 minute. Disease never left." — Mrs. J. Laurence, Stops it, cures, pain in 1 minute. Eczema goes for good in few days. Skin becomes clear, smooth. All Druggists.