



EAGLE BRAND
CONDENSED MILK

is the ideal food for the bottle-fed baby because it is clean, uniform in composition, nutritious, most easily digested of all artificial foods and always ready for instant use when diluted with plain boiled water. It is used more often than all other artificial foods combined.

THE BORDEN CO., LIMITED
140 St. Paul W., Montreal
Send Free Baby Book to:
NAME.....
ADDRESS.....

PRESENT IS THE SENSIBLE TIME TO DO ADVERTISING

The following is from a recent editorial in The Editor and Publisher of New York City:—
The sensible view that the present is a good time to advertise for quick trade recovery was presented in excellent terms by Guy C. Smith, director of advertising and research for Libby, McNeill & Libby, in an address at the Washington convention of the Association of National Advertisers.
The pronouncement that those who employ advertising in times of depression are those who best weather the gale, coming from a leading member and former president of the advertisers' association, is a significant and promising sign.
"Use advertising when sales are hard to get," urged Mr. Smith. "To combat successfully those ever present human elements, procrastination and pre-occupation, advertising must be regular and repeated. The necessity for regularity and repetition are even more urgent when there exists the additional element of cautious marketing. * * Another advantage of advertising now is that the market is flooded with commodities at greatly reduced prices. It is a good time to buy."
This statement is a fair challenge to the courage and intelligence of both the sellers and the buyers of merchandise. It is based on good business sense and is no mere shouting, for the great packing house which Mr. Smith represents is spending more this year, and proposes to spend more next year, than ever before.
We believe a check-up among leading advertisers will show that those firms that have not retrenched on advertising during 1930 are those which are in the best financial shape today.

Kincardine Review-Reporter:— We note that at the provincial plowing match this year that women were entered in the competition. It's no use, fellows, you can't keep 'em out of anything any more.

NEW TOPOGRAPHICAL MAP OF PART OF THE CLAY BELT

Dryden Sheet Just Issued by Topographical Survey at Ottawa, Shows Tract of 6,428 Square Miles. Some Particulars About Dryden.

By assisting in mapping operations, the aeroplane has pushed the unexplored frontier farther back in five years than the canoe did in fifty years. Especially is this so in lake areas off the line of old-time travel routes.

Time was when it seemed unnecessary to map the fur-trading tracts for the purpose of the few who made their living thereby. Fur-bearing regions are, with little variation, water strewn areas. In the last score of years water-strewn areas in Canada have become of vital interest as sources of potential power, or for water storage.

An illustration is cited in the inter-laced water bodies shown in the Provisional Edition of the Dryden sheet of the National Topographic series, newly issued by the Topographical Survey, Department of the Interior, at Ottawa, at nominal cost in folder cover or on linen back. This tract of 6,428 square miles drains in three directions, north-westerly to the English river (Lac Seul) storage basin and finally into lake Winnipeg; south-westerly to the Lake of the Woods, the level of whose waters is a matter of international agreement; and northeasterly by lake St. Joseph and Albany river to Hudson Bay.

A large portion of the northeasterly quarter of the mapped expanse east side of the main line of the Canadian Pacific Railway forms part of the great Clay Belt of Northern Ontario. Dryden, in the same latitude as Winnipeg, with a population of about 1,300 people, is the distributing and marketing point. It is situated on Wabigoon river close to its outlet from Wabigoon lake, by rail 32 miles east of Kenora and 1024 miles northwest of Toronto. The chief industry is a pulp and paper mill. A nursery in the vicinity growing native trees has proved successful. Prospecting is being carried on in the district. Besides having such facilities as a library, hospital, theatre and newspaper, it is an outfitting point for hunters, trappers and sportsmen.

Scenery in and about is most charming. In the region of Wabigoon lake the Ontario government has surveyed or subdivided areas for summer resort purposes and a number of beautiful wooded islands are for sale. Muskellunge and pickerel in Wabigoon lake with trout and bass in the numerous other lakes, and moose, deer and bear in the unsettled country to the south and west, provide sport unsurpassed.

Ontario Government Surveys in '90's
Dryden is one of the best-served sections in the district of Kenora in the matter of transportation facilities. A gravelled road runs through it from Dymont to the east, on to Vermilion bay farther west on the Canadian Pacific railway. Another good road leads north from Dryden to Richan on the latter railway. Many secondary roads lead off from these in different directions past the homes of settlers whose buildings the map shows.

This clay belt area, of which Dryden is the outlet, was tapped by the main line of the Canadian Pacific railway in the middle '80's. Township surveys were begun by the Ontario Government in the '90's. Since that time a line which has become the main line of the Canadian National Railways has been built, serving the northerly portion.

The remaining three-fourths of the area exhibits the typical pre-cambrian characteristics with irregular contours and numerous lakes and streams. It is clothed with spruce, tamarack, poplar, white birch, etc. Several mining claims have been taken up in this portion, notably around Eagle and Anzhekumung lakes. Between 40 and 50 miles of the Fort Frances-Kenora highway crosses into the westerly edge of the expanse but otherwise transport throughout is by water or by aeroplane, or by dogs in winter.

Obviously fur is the chief interest here. Indians of the Wabigoon Lake Indian reserve, as well as those of nomadic habits, make their living by hunting, trapping, and fishing when not acting as guides.

Christening Canada's Lakes

Interest attaches to the naming of 364 places or features on the map from Pickwick and Twist lakes in the south, both, in the concrete sense, with a Pickwickian twist to them, to Wabigoon (Indian for "white feather") and Dryden, named after Hon. John Dryden, Minister of Agriculture for Ontario, 1890-1905. If officials had to decide on the names for 364 children in Ontario without duplicating the names of other children in the province or even in other provinces to any extent, they would have some such task as has been accomplished in the nomenclature of the Dryden map. Features are named for people, for things, for happenings, for animals or for characteristics and some are named in desperation. Ox-drift was so named by a railway construction gang after seeing some oxen cross a stream. Some of the township names, given many years ago, commemorate generals or battles—in the Boer war, such as Buller, Colenso, Wauchope, Mafeking and Ladysmith. Aubrey township is in honour of Aubrey White, late Deputy Minister of Lands and Forests for Ontario. Amongst others are numerous musical Indian names with their soft harmonies of n's and k's, such as Oukamamag, Nembennuk, Maniteumeg and Kaopskikamak, all applied to lakes.

When one considers that hundreds of thousands of lakes alone in Canada must eventually be named in the course of mapping the country, an idea is obtained of a phase of the work to which few people give much thought.

CANADIAN LEGION, B. E. S. L. Timmins Branch No. 88

A Grand Dance

will be held in the
McINTYRE HALL, SCHUMACHER
Wednesday, December 3rd, 1930

Music by Tommy Stephens' Orchestra Dancing 10 to 3
Refreshments by Ladies' Auxiliary, Canadian Legion

\$5.00 LUCKY DOOR PRIZE
Admission \$1.50 per couple, incl. tax
EXTRA LADY 50c

HELP THE LEGION THE LEGION HELPS MANY

STEALING FROM STORES MENACE AT NEW LISKEARD

The New Liskeard Speaker last week says:—"The Magistrate's Court on Tuesday morning was of short duration. The only case heard was that of Mrs. Bettie Saloman, of Cobalt, who had been arrested for stealing 'silk under garments' at the Chainway Stores in New Liskeard, a few days previously. The defendant has been a resident of Cobalt for some eighteen years. It appears, Mr. Rea, manager of Chainway Stores, detected her in the act of pilfering the articles and an arrest followed. Mrs. Saloman being later bailed out she pleaded guilty and the magistrate gave her two years suspended sentence, ordered payment for the articles taken and also assessed the costs. It was shown that both husband and wife were working and she admitted the articles had been taken to send to relatives in Finland as Christmas presents. Her counsel, Mr. Mitchell, stated that she had 'intended paying for them.' In passing sentence the magistrate said that those who were perpetrating the series of petty thievery now going on must not take the sentence inflicted on the above defendant as a precedent. Enquiry by The Speaker has revealed the fact that there is hardly a store in town that has not suffered in this way. Mr. Rae tells us the case above is the sixteenth one where he has this year caught adults stealing. Another merchant says it is 'simply terrible' the way some people steal from the stores.' He has had many cases and only respect for the families has kept him from making an example of some of the thieves. However, he tells us his patience is exhausted and thieves are wise if they stay away from that particular store. Another merchant tells of a valuable piece of wearing apparel being taken from a stall at his store door. Some go so far as to say that if 'suspended sentence' is to be all the punishment these thieves are to receive they will take the law into their own hands and administer, at least, corporal punishment."

Farmer's Advocate:—It was always considered necessary to have oranges for Christmas, but now the doctors tell us that an apple contains just as many vitamins, so there is another luxury we can get along without. The children, on the other hand, are not so anxious about the vitamins, especially those obtained via spinach and cod liver oil!

NEW ASSISTANT GENERAL MANAGER OF THE MUTUAL LIFE



Announcement has been made by The Mutual Life Assurance Company of Canada of the appointment of Mr. A. Eugene Pequegnat, A.I.A., F.A.S., to the office of Assistant General Manager of that company.
Mr. Pequegnat, who is an Associate of The Institute of Actuaries of Great Britain and a Fellow of The Actuarial Society of America, has been associated with the Mutual Life for the past twenty-two years, during which time he has held several important positions. Following some years banking experience, he joined the actuarial department of the company in 1908, was appointed Assistant Actuary some years later and Assistant Secretary in 1919. Upon the retirement of the Treasurer, Mr. J. H. Ross, in 1923, Mr. Pequegnat assumed his duties under the title of Comptroller, which position he has since occupied.
Mr. Pequegnat's practical experience in insurance and investments and his intimate knowledge of the company's affairs fit him admirably for the position to which he has just been promoted.

GRITS AND TORIES TASTE ALIKE TO DISEASE GERMS

Health Writer Makes Appeal for Patriotic Union in the Battle Against Sickness. What Has Been Accomplished and What May Be.

For several years The Advance has been publishing letters and articles from the Canadian Social Hygiene Council, a volunteer body of citizens engaged in striving to rouse public opinion against the unnecessary prevalence of illness and to write the effort of everything to assist science in the conquering of sickness that may be avoided or cured. Come years ago a branch of the Canadian Social Hygiene was organized in Timmins but on account of the number of other organizations here this one did not appear to receive the time and attention it deserves. However, the efforts of the Canadian Hygiene Council receive the hearty approval of the medical men of the province and is supported by all good citizens who give particular thought to the issues involved. From the Canadian Social Hygiene Council last week The Advance received an interesting and helpful article by John Burke Ingram, a health-writer of especial talent. This article is well worth the thought and study of all. In this article Mr. Ingram says:—

Disease germs have no political views. A typhoid microbe would bite a nice juicy Liberal just as quickly, but no quicker that he would gnaw a succulent Conservative. And when a flock of diphtheria germs swarm over a youngster's throat, they have a grim singleness of purpose. They don't hold debates and appeal to Mr. Speaker. They just feed and breed.

Now, in a ghastly way there's something admirable about that unanimity. It's kind of too bad that humans can't be equally unanimous about attacking germs, as the latter are about taking a whack at humans.

Let's consider that invading army of diphtheria germs for a minute. They kill about 1200 Canadian every year, out of total of 12,500 cases. Now suppose that that germ army was a human army. Suppose that that havoc was wrought by invading battalions of Asiatic or European soldiers. What would Canada do?

Can't you imagine it? Remember 1914's mobilization! In a week, Canadian troops would probably have kicked the blighters into the sea. Invading Canada isn't a healthy pastime—for human enemies.

But it's a cinch for germs! 54,000 Canadian men are sick all the time!

Two per cent of our total population—to wit 180,000 persons—are always on the sick list. Sickness and premature death—not all of it germ-caused perhaps, but half of it preventable, costs the country \$1,311,000.00 annually.

So you see, Canada, is at war. But most Canadian's don't realize it, because the enemy is invisible.

So very many deaths that we mourn but take as Acts of God are unnecessary. Doctors know this. Most educated people know that thousands of Canadians, every year, die years ahead of their time of diseases which could be prevented.

Isn't it stupid? It's the public's own fault. All those Canadians killed or merely made sick by diphtheria, sickened or die unnecessarily. Diphtheria can be prevented, by a safe 90 p.c. sure, toxoid preparation. Typhoid fever that kills 1,111 Canadians annually, scarcely bothered Canadian soldiers during the Great War because they were inoculated against it, as everyone should be who is in danger of coming into contact with it. In modern cities this inoculation is unnecessary because modern cities pasteurize their milk and chlorinate their water and inspect their food supplies, and by doing all these things have cut their typhoid rate far below that of rural areas.

The tuberculosis death rate has been cut in half in the last 25 years, proof positive that it can be cut in half again with the next 25 by the exercise of intelligence. It still takes about 7,764 every year. Heart disease, maternal mortality, cancer, all can be reduced. Yet we let these things kill people who could be saved from them.

These are some of the things we need: recognition of the principle of Dominion leadership in health conservation so that the Federal health de-

partment may carry on and extend its excellent work unhampered; Dominion-wide organization of county health units, fulltime medical departments of health to serve the rural areas, as many such units are now serving with excellent results; public education to urge individuals to have themselves examined once a year by their family physicians with the idea of detecting deviations from normal health conditions, before these become serious. And last but not least, a national determination to take the offensive against disease germs, and to attack these, the worst of man's enemies, with something of the unanimity and singleness of purpose that they display in their unremitting war against us.

REPORTS DEER PLENTIFUL BUT WOLVES DOING HARM

The Powassan News last week says:—"We have no way of estimating the number of deer that have fallen to the hunters this season, but we do know that in all the years of residence in this community we have never seen so much evidence of the great killing, and other citizens have commented likewise. A local hunter tells us that since ten years back he has never seen deer so plentiful as they were this season. One wonders what effect such a killing will have on the future of game in this district. At such a rate it will not take long to deplete the whole area which is now known as such a hunters' paradise. There ought to be further restrictions before it is too late. The hunters tell us, too, that they saw very few fawns this year, and they came across two that had been partly devoured by wolves. One of the carcasses thus found was still warm, with the hind-quarters eaten away."

St. Mary's Journal-Argus:—With the air of sunshine and the tang of Autumn and the hot fowl suppers in full swing, life in the country has its compensations just now.

Stirling News-Argus:—A married lady in this neighbourhood had a surprise party on her birthday recently and her husband presented her with a very pretty piano lamp. He was much flattered when she told him that she intended to give it his name; until he asked her reasons for so peculiar a proceeding. "Well," said she, "you know, dear, it is handsome to look at, requires a good deal of attention; is not remarkably brilliant; sometimes unsteady on its legs; liable to explode when half full; flares up occasionally; is always out at bed time and is bound to smoke."

Take Long Walks Fat Men are Told

How can you walk off your fat if you haven't any energy to do it? You can take off fat with Kruschen Salts if you will take one-half teaspoon in hot water every morning before breakfast, modify your diet and exercise regularly.
There are six different salts in Kruschen that your body organs must have if you are to enjoy good health. While you are losing fat you will be gaining in vigor, energy, vitality and power of endurance.
That means that soon you will be able to walk many miles without fatigue and enjoy every step you walk.
Drug Stores all over Canada sell Kruschen Salts, and a jar costs but 75 cents—it's a real blessing to fat people.

"Face Disfigured From Eczema"

Writes the Nurse who finally tried D.D.D. "The disease had eaten her eyebrows away. Her nose and lips had become disfigured. Since the use of D. D. D. her eyebrows are growing. Her nose and face have assumed their natural expression."

Cases can be sent you from your own vicinity. Write for testimonials, or secure a bottle of D. D. D. today. Why suffer (aching torment another moment? If you don't get relief on the first bottle we will refund without hesitation. \$1.00 a bottle. Try D. D. D. Soap, too.

D.D.D.
The Lotion for Skin Disease
THE GOLDFIELD DRUG COMPANY

SPEAKERS, SINGERS, ATHLETES TRY VALDA PASTILLES
You will find them invaluable for your needs.
Sold everywhere. Insist on original BOXES bearing the name VALDA
Agent for Canada: J. A. Fred OUMET, 84, St. Paul St. East, MONTREAL.

Simpsons, Limited

6 1/2% Preference Shares

Simpsons, Limited, controls The Robert Simpson Company, Limited, and its subsidiaries. These Preference Shares present the opportunity of obtaining safety of principal and substantial yield from the securities of one of the greatest Canadian merchandising companies. "Simpsons" has given satisfaction in business; its securities are a conservative investment.

Price: At the Market, Yielding about 6.95%.

Wood, Gundy & Company Limited

Wood, Gundy & Company Limited 30
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Please forward me circular describing in detail Simpsons, Limited, 6 1/2% Preference Shares.
Name
Address

CANADIAN LEGION, B. E. S. L. Timmins Branch No. 88

CHICKENS, CHICKENS and CHICKENS

at the Timmins Branch, Canadian Legion

CHICKEN STAG

to be held in the
ODDFELLOWS' HALL, TIMMINS
SATURDAY, NOV. 29TH, 1930

DOORS OPEN AT 8.00 P.M. SHARP
There will be Chickens to Right of them; Chickens to the Left of them; Chickens to the Front of them. "Yes there'll be Six Hundred" And a Chicken for a Lucky Door Prize

WE HAVE SECURED A CAR LOAD OF THE VERY BEST MILK-FED CHICKENS FOR THIS EVENT.

Remember the Date—Saturday, November 29th at the Oddfellows' Hall

Come in Aeroplanes, Cars, Sleighs or on Skis or Skates or Walk

BUT COME ANYHOW AND SUPPORT THE LEGION IN ITS GOOD WORK.

ADMISSION 25c



And remember

Baby's milk is always safe if it is Carnation Milk. It is free from all bacteria, high in food value, and more digestible than milk in any other form.



Write for Mary Blake Cook Book
Carnation Co., Limited, Aylmer, Ont.
The Safeguarded Milk
"from Contented Cows"