

The First Step Towards Independence

THIS Bank is glad to encourage the beginning of savings that mark the way to future independence.

421

IMPERIAL BANK OF CANADA

HEAD OFFICE

TORONTO

TIMMINS

SOUTH PORCUPINE

CONNAUGHT STATION, Sub. to Timmins (Friday)

D. SUTHERLAND, Manager

F. E. COOPER, Manager



"How do you get him to chew his food?"

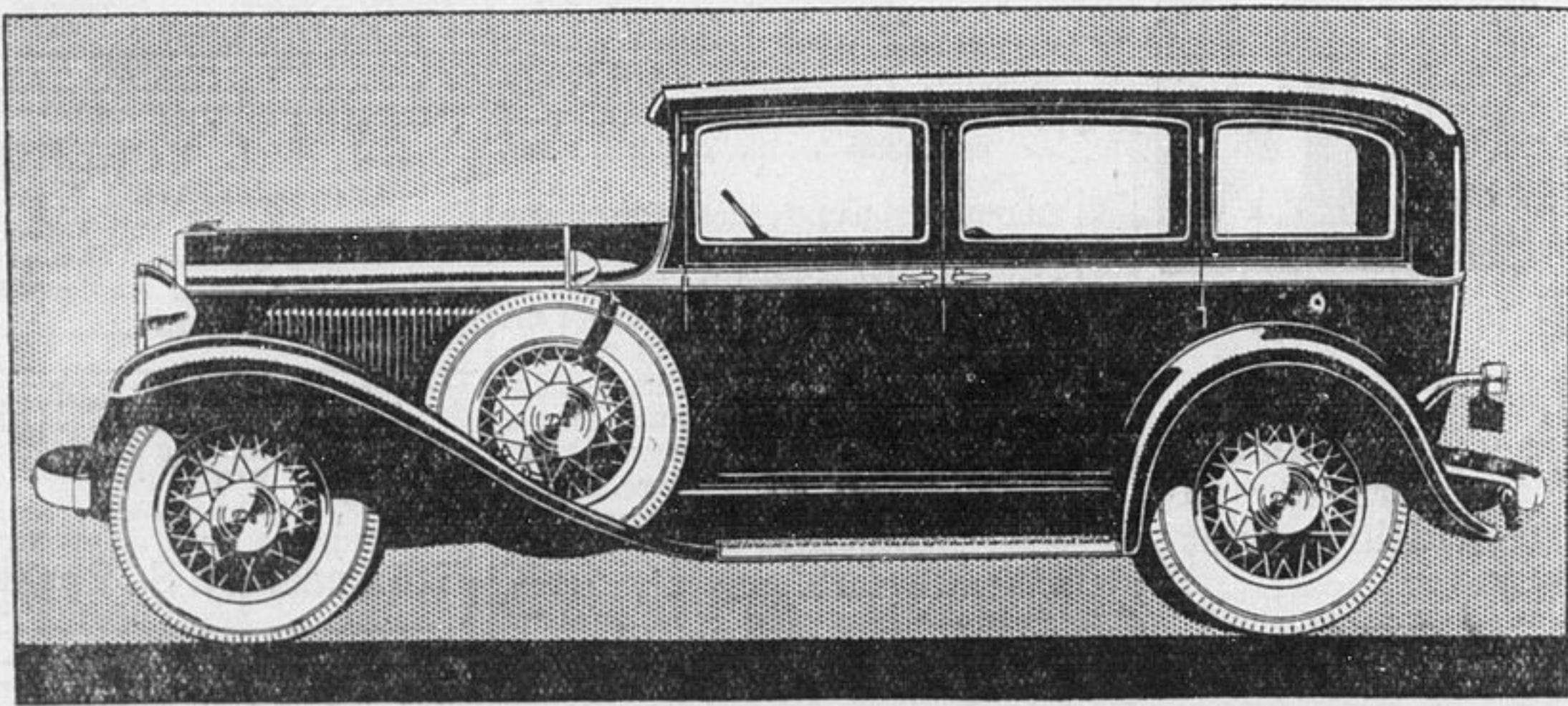
"I give him Shredded Wheat and it's so crisp he has to chew it—the more he chews it the better he likes it and the more nutriment he gets out of it. Many children bolt down their food without chewing—that means imperfect digestion, poor teeth and unhealthy gums. Shredded Wheat with milk makes a perfect food for growing children, and it's perfectly delicious with bananas or stewed fruit."

THE CANADIAN SHREDDED WHEAT COMPANY, LTD.



SHREDDED WHEAT

WITH ALL THE BRAN OF THE WHOLE WHEAT



DE SOTO SIX

THE SMART CAR OF THE LOW-PRICE FIELD

LOWEST-PRICED SIX EVER BUILT BY CHRYSLER

The New De Soto Six—lowest-priced six ever offered by De Soto—will appeal strongly to every prospective purchaser of a six-cylinder car.

It will appeal particularly because of its impressive smartness, style and finish.

It will appeal because of outstanding advantages in performance, appearance, safety and stamina.

Here are some of the points by which the new De Soto Six proves its superiority:

72-horsepower motor—an assurance of smooth, flexible performance; more than 75 miles an hour in top speed. Perfected Free Wheeling optional for only \$37.50 extra. This type of Free Wheeling permits shifting gears between all forward

speeds without use of clutch. It may be locked out by button on dash. Weatherproof internal-expanding hydraulic brakes—self-equalizing, safe and sure in operation. All-steel body—welded into virtually one solid piece for maximum safety and to eliminate rattling, squeaking and warping. Double-drop frame, producing lower center of gravity. Hydraulic shock absorbers, which, combined with unusually long springs, contribute riding ease unique in the low-priced field. Exceptional steering ease. Superior upholstery and interior fittings. Economy of operation and maintenance.

\$965

And up, f. o. b. Windsor, Ontario, including five wire wheels and standard factory equipment (freight and taxes extra). Free Wheeling \$37.50 extra in all models.

New National Chain of Eighteen Radio Stations

All Canada will soon form the radio audience for the Canadian General Electric Company's weekly broadcast this year, when the General Electric Vagabonds go on the air over a national chain of 18 stations. The new C.G.E. radio hour, which will be heard for the first time on September 8 over stations which extend from Halifax to Vancouver, is a pre-tested programme and is presented by a full orchestra with novelty features, and introducing from time to time many well-known and talented guest artists.

Sponsorship of the chain broadcast scheme by Canadian General Electric Company and its Canadian dealers results from the outstanding success of the broadcasts of other years, which were confined to Toronto stations alone. Now, with the larger hook-up, even finer programmes have been arranged and no expense has been spared in the acquisition of talent and in the presentation of varied entertainment, to make the new C.G.E. coast-to-coast broadcast something unique in Canadian radio.

The General Electric Vagabonds will be on the air each successive Tuesday evening and they will comprise an "all star" cast. Each programme will be built up from popular dance numbers, and many well-known melodies by the orchestra, which is under the direction of Ernest Dainty. The Vagabond male chorus will be heard regularly in many stirring songs and a quartette and soloists will contribute further to the vocal end of the entertainment. Piano duets and novelties by the Vagabond musicians will be combined with numerous other sparkling, entertaining presentations.

The new C.G.E. radio hour has a valued background of research that ensures its quality. Months—even years of intensive study of broadcasting and concert entertainment have gone into the planning of this All-Canada programme. For several years, Canadian General Electric has been experimenting with broadcast advertising over Toronto stations. Steadily, persistently, the company has carried on this study of the technique of radio broadcast. Men have been trained in programme building, in continuity-writing, in the selection and engagement of musicians and singers, in "Cutting" and "Timing," in orchestral development, in studio balance and acoustics, and in all the endless details which enter into the business of presenting a programme over the air.

By means of questionnaires sent out after two special broadcasts had been given in the early months of 1931, a basis was formed for deciding the nature of the various types of musical entertainment that would meet with the most generous approval. The comments of listeners revealed that 91 per cent. termed the programmes "very good" or "excellent" and thus the exact type of entertainment for the fall network was definitely decided upon. When the Canadian General Electric Company goes on the air on September 8, it will present a pre-tested broadcast.

Railways, Buses and Trucks and So Forth

Competition of Trucks and Buses Can Not be Properly Overcome Except by Superior Service by Railways.

There have been several recent articles in The Advance in regard to the fight between the railways and the buses and trucks in connection with public service. Some of the railways ask that the buses be taxed off the roads to save the railways. The Advance does not believe that any such plan is the right one to save the railways—to say nothing about the public. The railways can compete against the trucks and buses by superior service. That looks like the ideal way to put the so-called unfair competition out of business. It may be that buses and trucks are not taxed enough for the benefits they enjoy, but that is a separate question. Even on that the buses and trucks have a side of their own to present. The Ottawa Journal summarizes the situation in the following editorial:

Suggestions have been made, in Parliament and out of it, that something must be done to protect Canadian railways from the competition of motor buses and trucks. For instance, Hon. Dr. Manion, Minister of Railways, said in the House that it was unfair to the transcontinental systems that they should have to meet the competition of motor bus and motor truck lines running on public highways that have been built partly out of the taxes of the railways themselves. He went on to say that "these bus and truck lines come under no regulation."

The other side of the story is told in an editorial in Bus and Truck Transport in Canada, a trade magazine, which declares that "the bus and transport business is one that cannot be beaten by the railways in the short haul." It continues:

"In saving of time, convenience and facility of operation, the shipment of freight by motor vehicle over reasonable distances excels any other method. This leads immediately to the argument that, instead of complaining about the competition from road transport companies, the railroads should fight fire with fire—and turn to the use of automobile fleets in comprehensive manner themselves. There are no difficulties or obstacles in the way of this move on the part of the railway companies. The network of highways is there, touching every city and town now served by the rails with a few exceptions; no government, federal or provincial, is going to refuse licenses to either the Canadian National or Canadian Pacific railways for any number of buses or trucks of legal size. Instead of squawking about the cold water, the railroads should jump into the pool and find out how enjoyable the swimming is. By entering the commercial vehicle field on a comprehensive scale, the railways would enjoy the transport rights and privileges about which they are now complaining."

Then on the question of regulation and taxes the magazine has this to say: "There is ample proof that bus and truck operations pay as much in the way of taxes as anybody else. Bus lines in Ontario are compelled to carry public liability insurance equal to \$50,000 for any one accident, and to the amount of \$10,000 on each passenger. The gasoline tax is five cents per gallon and this levy amounts to a pretty sum in the course of a year. There is a seat tax of one-twentieth of a cent per seat for each mile, which represents one cent per mile for a 20-passenger coach whether it is filled or empty. The Ontario bus marker fee represents approximately \$100 per year and if the coach travels to Montreal or other points in Quebec, an additional annual license fee of \$200 is required by the Quebec Government. If going to Montreal, a toll charge of 60 cents for the crossing of each of two bridges is required by the Quebec Government. Every time a new bus chassis is imported, the Federal Government steps in with duty and excise taxes of something like \$3,500. There are various local franchise, terminal and real estate taxes, corporation and business assessments that also enter the picture. It is quite apparent that the bus and transport companies pay well for their privileges."

The truck and bus people obviously are firmly convinced they have an effective case against further regulation. They feel they are beating the railways in a sphere which is open to everybody, and undoubtedly they will have a good deal more to say on the subject if and when Parliament gets down to definite action to save the railroads from what the latter consider unfair competition in the short-haul business.

"DO YOU KNOW?"—"THE BISHOP WHO ATE HIS OWN BOOTS?"

The following is from the daily column "Do You Know?" by Fred Williams in The Toronto Mail and Empire:—

"DO YOU KNOW THAT MOST Rev. Isaac Stringer, the new Archbishop of Rupert's Land, who is to be installed to-day at Winnipeg, is best known in England as 'The bishop what ate his boots'?"

We, in this country, know, and love, His Grace for himself and his remarkable record as a priest and prelate, who now comes rightly to the headship of that vast country comprising the archdiocese of Rupert's Land; but since the accounts in the English press tomorrow will most probably revive the "Canadianly characteristic" designation in which the boots figure it may not be out of place to tell the story as His

Grace himself told it in an old pocket journal.

Accompanied by C. F. Johnson, he was, in 1909, on what proved to be the most perilous of all his journeys. On October 1, they realized that they were lost and that their rations were near the vanishing point. Fifteen days later found them with only two rifle cartridges left and their last square of chocolate gone. Lack of food and forced marches had weakened them considerably. Here are some entries from their journal:

"Sunday, Oct. 17—Travelled 15 miles. Made supper of toasted rawhide seal-skin boots (called muck-ducks). Palatable. Feel encouraged.

"Monday, Oct. 18—Travelled all day. Ate pieces of my seal-skin boot, boiled and toasted for supper. Used sole first. Set rabbit snare."

"Tuesday, Oct. 19—No rabbit in snare. Breakfast and dinner of rawhide sole. Fine, but not enough. Also a tiny bit of ptarmigan each."

"Wednesday, Oct. 20—Breakfast from top of boot. Not as good as the soles."

"Thursday, Oct. 21—Boot soles and tops. Soup of small scrap of bacon and spoonful of flour. The last we had. Very tired. Hands sore. Tied up Mr. Johnson's fingers."

Shortly after they heard children's voices and saw houses a mile away. Bishop Stringer's six-foot frame had been reduced by 50 pounds in twenty-one days.

His Grace brings to his new responsibilities the strong, simple faith of the outdoor man, faith which, sorely tested and never failing in the past, is now abundant for his problems of to-day, to-morrow an dithe day after.

Huge Sea-Turtle is Reported in North

Mystery of So-Called Sea Serpent Alleged to Have Frightened Fire Rangers Near Chapeau, Ont. Is the Sault the Voice of the North.

Sault Ste. Marie remains supreme in the North for imagination and the dogged thing seems contagious. Sudbury recently fraternized with the Sault where the wolves carry off founding youngsters that are left on doorsteps and raise them up to found Roman cities in the wilds of Algoma. Sudbury's connection with the Sault was followed almost immediately by a big bear parading the main streets of Sudbury. Chapeau met the Sault at the North Bay "conference," but Chapeau talked back to the Sault on the hysterical occasion, and so the best that Chapeau has received to date has been a sea serpent that turns out to be a turtle. Oh, yeah, and by the way, North Bay got a skunk out of it, the animal applying for admission to the district jail just after North Bay had decided to send a delegate to the Sault's general council of all the North, which is about as imaginary an animal as any of them. The skunk was refused admission to the jail, so, perhaps, the Sault will refuse to send any of its animals to North Bay after this. But, to return to Chapeau! Reports now come from Chapeau that there was a sea serpent near that town once on a time, and that it struck terror into the hearts of the fire rangers of the district. Unless they have a softer kind of fire-ranger around Sudbury than in this area it would take more than a sea serpent to frighten them. Even a dragon, spouting fire from every nostril, and with as many noses as the Sault has fiddles to its bow, would not alarm a ranger here. He would simply out the fire in the dragon and then start in to investigate the innards of the beast itself to find out who started the fire and if they had a permit. If any sea serpents come up this way, there will be trouble and it will not be the fire rangers who will be frightened. The fire rangers here were not even alarmed at the mud turtle that made its way by water and by portage from the banks of the Bonnechere at Renfrew to the banks of the Matagami at Timmins.

But to get back to Chapeau, which has no road to the outside world, and so is hard to come at, it may be said that a despatch last week from Chapeau said that the sea serpent which struck terror into a party of fire rangers in that district a few years ago, has now turned out to have been a sea-turtle of monster proportions and of great age, possibly 300 years old. That is the Sault's gift to recalcitrant Chapeau—a turtle three hundred years old. The despatches state that the special game committee sent out by the Ontario Government, and including the Sault in its itinerary secured the information about the sea serpent, or mud turtle, as the case may be, while on a motor trip into the wilds sixteen miles east of Chapeau, which seems to be a likely place to secure information. It is further stated with as straight a face as a press despatch can maintain, that their information was Tom Godfrey, who told of how his men were frightened by this monster which rose out of the water resembled a huge snake. When it swims, the commotion in the water is like that made by a motorboat, and its tracks seen on the shore are like those of a tractor. The Indians have known of the presence of this turtle for many years and one Indian named Nemeqos, aged 95 years, stated that he first saw it 50 years ago. He and the Indians have struck the quadruped with an axe without penetrating its shell.

And the despatch concludes with these historic words:—"There are mud turtles in these waters, but there is a theory that this is a genuine sea-turtle which has either strayed up from the ocean through the Great Lakes, or may

be a surviving denizen of pre-historic seas."

There may be fire rangers who can not tell a 300-year-old turtle from a ten-tailed sea serpent, but The Advance doubts it. It may all be a mistake. Perhaps it was not a mud turtle, nor a sea serpent. It may have been two other fellows holding a conference for all Northern Ontario at Sault Ste. Marie.

Victoria Daily Times:—Few men have ever lived who affected the lives of the rest of mankind as profoundly as Thomas A. Edison. The famous old inventor, ill with what may be his final illness, will leave the world a vastly different place from the world he entered eighty-five years ago. Carlyle's remark that the history of the world is simply the story of the lives of the world's greatest men seems peculiarly apt in Edison's case. Every inhabitant of a civilized nation lives under conditions that are utterly unlike what they would have been if Edison had never lived; and the changes the man caused are permanent things that will affect the lives of people a thousand years from now as profoundly as to-day.

SHE WORRIED ABOUT HER WEIGHT

"I started taking Kruschen Salts a month ago. I have lost 5 pounds in weight, and I feel as if I have lost 50 lbs. I am full of vigor, whereas before I was worried about my condition, as I was listless and worried over little things. But I am thankful to say that, were my troubles doubled, they would not worry me to-day—thanks to Kruschen."—Miss V. P.

Here's the recipe that banishes fat—take one-half teaspoon of Kruschen Salts in a glass of hot water before breakfast.

Be sure and do this every morning, for "It's the daily dose that takes off the fat."—Don't miss a morning. Kruschen daily means that every particle of poisonous waste matter and harmful acids and gases are expelled from the system. Modify your diet, and take gentle exercise. The stomach, liver, kidneys and bowels are tuned up, and the pure, fresh blood containing these six salts is carried to every part of the body, and this is followed by "that Kruschen feeling" of energetic health and activity that is reflected in bright eyes, clear skin, cheerful vivacity and charming figure.

any

time you're hungry, enjoy Kellogg's Corn Flakes and milk or cream. For breakfast, for lunch, for supper—for a late snack. They're great... between meals and at any

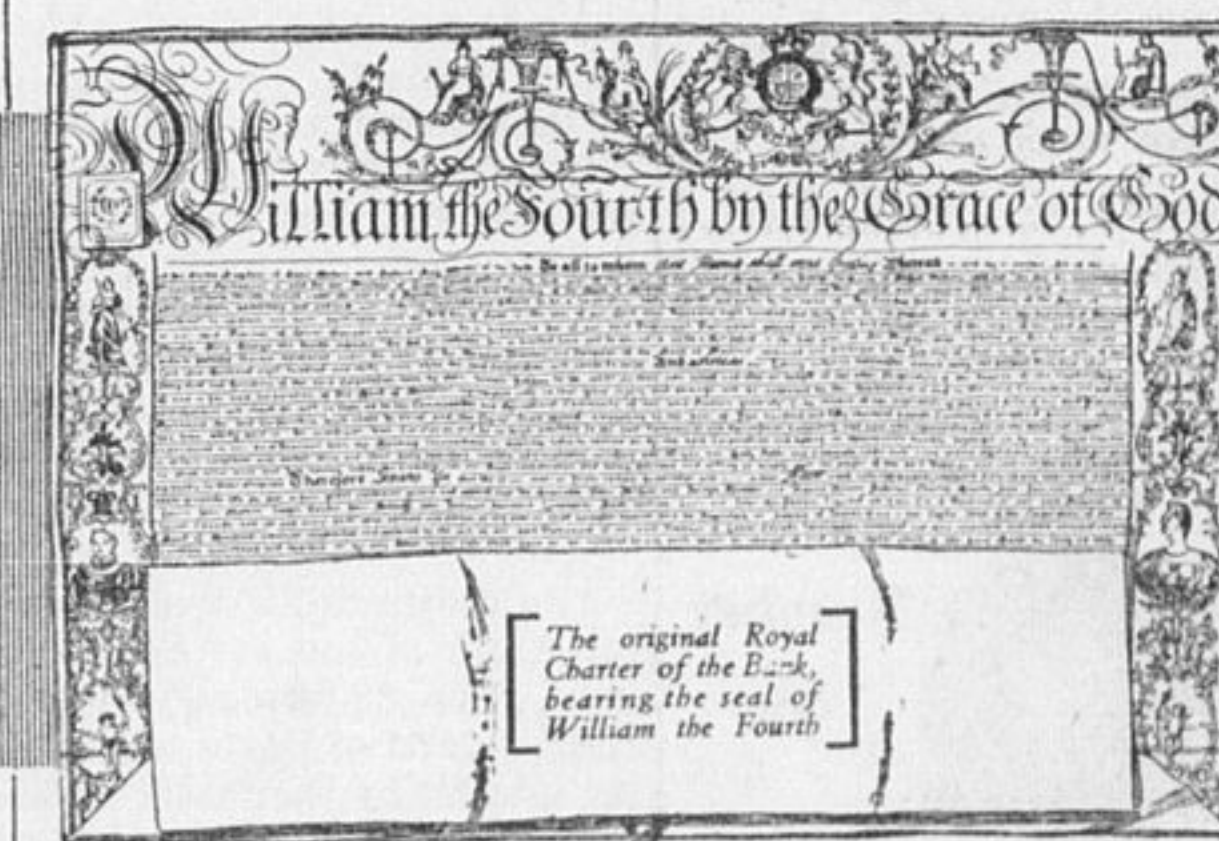
meal



Kellogg's
CORN FLAKES

*Oven-fresh in the waxite wrapper. Made by Kellogg in London, Ontario.

New Customers



of an  Old Bank

ESTABLISHED in 1817, 50 years before Confederation, the Bank of Montreal gave Canada its first permanent bank and laid the foundations of the Canadian banking system.

At its hundreds of Branches throughout the country the Bank is constantly welcoming new customers. Each new generation of Canadians finds in the Bank of Montreal dependable safety and service in all financial matters.

BANK OF MONTREAL

Established 1817
Total Assets in Excess of \$750,000,000
Timmins Branch:
D. R. B. WHITE, Manager

NATIONAL MOTOR SALES
55 THIRD AVENUE, TIMMINS