

for SPRAINS
Rub Minard's in gently. It penetrates sore ligaments, allays inflammation, soothes, heals.
Puts you on your feet!

MINARD'S
"KING OF PAIN"
LINIMENT

Why Not Make Homebrew

SAVE MONEY and make your own beer at home. It's easy to make — you can't go wrong, if you follow the simple instructions that come with the homebrew machine. Our process makes good beer with the minimum of trouble. A 7 1/2 lb. tin makes 5 gallons, or 100 quarts. They are the only home-brewing machines on the market.

E. B. METZELFELD & CO.
111 FRONT STREET WEST
TORONTO, ONT.

ST. LAWRENCE PRESERVING CO.
QUEBEC, QUE.

RITE GOOD
COMBINATION MALT EXTRACT
WITH HOP FLAVOUR

FLY-TOX ONLY

A Rex Research Product

Use only Fly-Tox spray to rid your home of all flies and mosquitoes, completely and at once. Ten years and over \$100,000 have been spent to perfect it. It is the new-day way, based on flowers of Japan. It fills the room with a perfumed mist, deadly to every fly it touches, but harmless to humans, stainless to anything. Costs only 2 cents per room. Each lot is tested in a fly-filled room for super-strength. Pleasant, quick, economical and sure. Use nothing less effective. Fly-Tox is made in Canada.

Employment Needed Not Direct Relief

Direct Relief Neither Practical nor Desirable in Canada. Eventual Cost of Help by Employment will be Less.

Ever since the governments have admitted that there was a depression and serious unemployment and that they should do something about it, The Advance has been earnestly advocating that nothing be attempted except in the way of providing employment. If employment is available Canadians will not ask for any relief. They will look after themselves. Given employment, they will adjust conditions and the depression will soon be a thing of the past. Last year the employment plan as a measure of relief was tried and despite all the mistakes admittedly made in its administration, it still remains as a fact that the employment plan worked well and certainly gave better results than have yet been achieved by any measure of direct relief. It does appear to be a fact that some of the public works undertaken to create employment were conducted under the direction of contractors or middlemen and so were perhaps more costly than expected or than they should have been, but that was simply a matter for adjustment and carefulness in the future. In any event it seems evident that direct relief, if it is to accomplish anything at all will prove even more costly than providing employment. Direct relief will pauperize the people of Canada and leave them poor indeed in mind, body and estate. Under an employment plan they will retain their independence and pride and when the depression is over they will be better men and women for the care and thought forced from them by circumstances.

To The Advance the situation seems quite plain. Employment will cure the depression. There are enough public works needed in Canada — urgently needed for the development and progress of the country — to provide work for all. With work provided all will look after themselves. Against this idea, the only thing that can be argued is the matter of cost. "Where is the money to come from?" these people ask. The answer is two-fold. First, with the millions raised to keep the railways running, with the cash available to uphold financial concerns on occasion, with the millions upon millions that the provinces and the Dominion are contemplating spending on the St. Lawrence Waterway, money is not a very serious consideration to governments after all. The various loans offered the public by the Dominion and provinces in recent months have been all oversubscribed, showing that the public are really anxious to supply the money. Secondly, it should never be forgotten that direct relief is going to cost a staggering amount. The Advance believes that direct relief to be effective will eventually cost more than relief work even in actual dollars and cents. The Advance has been emphasizing these points regularly, and especially since the governments have appeared to centre upon the idea of direct relief. It is pleasing to note that a number of other newspapers are also urging the superior value of employment as a relief measure, rather than direct relief or the dole. The North Bay Nugget has written ably along this line. So has The Sudbury Star. Other newspapers noted have adopted a similar attitude. These newspapers are in close touch with public opinion and they know that the whole feeling of Canadians is against direct relief or the dole. In a recent issue The Cochrane Northland Post in an editorial article summarizes the whole matter in effective way. The article is so helpful and illuminating that The Advance publishes it herewith in full. Not only that but all readers of The Post are urged to read the editorial from that paper and study its logic and patriotic reasonableness. The Cochrane Northland Post says:—

"Whatever features the problem may present in other provinces, there is no excuse for having to resort to the dole in Ontario. There are more than enough public works which can be profitably undertaken at this time to provide work for all of Ontario's unemployed. In the matter of roads alone, employment could be provided for many thousands of men. These men will have to be taken care of in any case, and many have dependents, so why not give them an opportunity to earn their livelihood? Even though direct relief, which is a pussy-footing term for the dole, may be slightly cheaper an outlay, in the end it is more expensive. It is evident that many thousands will have to be provided for during the next few months. If they are taken care of by direct relief, the public treasury will be out the amount of money necessary to care for them in this manner, and there will be absolutely nothing whatever to show for it. On the other hand, if relief work is proceeded with, though it may cost slightly more in the first place, it will not be a dead loss.

"The argument against providing relief work most frequently heard is the matter of cost. It is said that there is not sufficient money in the public treasury to provide relief work, that the country cannot afford. But there is every reason for believing that the country cannot afford not to carry on relief work, rather than resort to direct relief. The Porcupine Advance sums the matter up very nicely when it says: "Under direct relief nothing whatever is accomplished for good or progress, except that the hungry man is kept from starvation. He is no better off after all the cost of direct relief, except that he still exists, and it is the sort of existence for which the average Canadian will give no thanks." The Advance also claims that "Every man at work makes work for others. Every man on direct relief drags down his fellows," which statements cannot very well be refuted. Roosevelt, the Democratic candidate for U.S. President, according to the Toronto Star, "points out that when relief takes the form of unnecessary or ephemeral works, and when money is borrowed to pay for the same, this money, or any rate the interest on it, must be repaid

for these factors there is no doubt but that the money spent on relief work was not made to go as far as it could and should. This matter of relief is of vital importance at the present moment. Despite the fact that practically every governing body in Canada at the present time is giving the matter earnest consideration no really satisfactory solution has yet been evolved. It appears to be a question of relief work or dole, with the dole in the favourite position, so far as the governments are concerned.

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by future generations although they inherit no benefit from its expenditure." This appears to be a logical and sound piece of reasoning. Roosevelt would plant trees as a form of unemployment relief work, but Ontario could profitably construct roads. To the claim that there is no money for road construction, there is the answer that, if the country was faced with a war there would be plenty of money to carry it on, yet the problem presented by the large number of unemployed is just about as dangerous a situation as a state of war. The whole social fabric is threatened, and unless measures are adopted to relieve the unemployment, the most serious consequences are liable to result. The suggestion was made many months ago that a "piece-time army of the unemployed" be formed, to be put to work, building roads and other public works. The idea is sound and has much to recommend it. If men are willing to come to the defence of their country in time of war, and serve for the army pay "a dollar ten a day," surely they would be willing to serve their country in time of peace for the same pay. By raising such an army and setting it to work at road construction, not only would the unemployment situation be immeasurably relieved, but much needed roads would be built at a minimum expense. There would be no difficulty in finding roads that need to be built. In addition to the trans-Canada highway, there is the connecting road between Norembega and LaReine; the road from Timmins to Sudbury, and many others.

The Canadian Legion in the Porcupine
By Timmins Branch Correspondent.

Plans are now completed for the monster district zone picnic to be held at Meeda lake, three miles out of Cochrane. The picnic spot is an ideal one and there is a splendid road all the way. It is hoped to have a very large attendance from Timmins and to assist in the carrying out of this idea, the officers of Timmins branch are now asking for the use of cars. The plan arranged for the Timmins delegation is that all owners of cars wishing to take a party to the event are requested to register with the president, Austin Neame, at the Mines Rescue station, or to Secretary W. D. Forrester, phone 976, stating how many they can accommodate. Then those who wish to take in the picnic are also asked to register, also at the same places. On Sunday, August 7th, all are asked to meet at the post office, Timmins, and the cars will be allocated to the various members. The cost of gasoline will be collected from those taking in the trip and the car owners recompensed for their kindness in giving the use of their cars for the day. In this way it is hoped to have a larger attendance and a more enjoyable time, than previous arrangements promised. The special train idea has been dropped, because of the distance to be walked from Cochrane station. Buses were mentioned at \$2.00 a head. This idea did not seem to allow for an enjoyable trip and so as a final appeal the loan of cars seems to be the most favourable. The cost of gasoline and oil will be borne by the Timmins branch who in turn will collect from those taking the trip. This means the more who attend the less it will cost. The following branches have signified their intention to attend:—Troquois Falls, Kapuskasing, Cochrane and Timmins. Refreshment booths will be on the grounds. Races and other events will be on the

program. Cars will leave the Timmins Post Office at 8 a.m. Sunday, August 7th, and don't forget to register if you want to attend.

WOW!—WOW!
Or in other words, the Week O Wonders, Sept. 5th. (Labour day.) to Saturday, Sept. 10th. Its to be a WOW, too, by all accounts, and as an indication the prize draw which has been announced is the biggest and best yet. WOW! The prizes are as follows:—first, electric refrigerator, valued at \$159.00; an electric stove, installed in your home, valued at \$133.00; a complete kitchen set, valued at \$100.00; a Zenith Radio, costig \$97.00; a complete rig-out for man nor woman, (from hat to shoes), valued at \$60.00; a Gruen wrist watch; 2 tons of coal; 5 cords of wood; and two prizes of shop-where-you-like." Isn't that sufficient proof that we have a live-wire entertainment committee? Anyone wishing to dispose of these donation tickets to the relief fund can be supplied with books from C. Keates, G. Starling, Jr., Timmins, and P. Raymond at Dome Mines. The Legion is only asking for a very nominal donation this year, and every donation has a chance to win one of the above mentioned prizes. Every night it is planned to have an added attraction and during the week the championship of the district in Cornish wrestling will be decided and a trophy for this has been secured. Boxing will also be a feature with the very best of our own local boys in the ring. Saturday evening will see the drawing for the prizes at 11.30 p.m. "Bingo," the "Silver King," "Pick your Fancy" and several new and novel games will be included in the bazaar features. When the Legion says it's a WOW you can rest assured that the Week O Wonders will be all that and more.

Our Sympathy
The sympathy of all members of our

branch will be extended to Comrade George Nippers in the sudden passing of his beloved wife. Mrs. Nippers was a splendid worker for the branch and also the Ladies Auxiliary, of which she was a member for some considerable time. During the Great War, the late Mrs. G. Nippers served with the W. A. A. C. giving much service both in Wales and France. She will be much missed, and the members all join in extending the hand of comradeship and fellowship in this hour of need.

—W. A. Devine.

SALES TAX IS A NUISANCE IN MORE WAYS THAN ONE

There is a story about the sales tax going the rounds of lumber dealers these days. The story is used to show what misunderstanding and nuisance is caused by the sales tax sometimes. The story told is to the effect that a lady asked the Peterborough Lumber Co., Peterborough Ont., for prices on shingles. She was quoted \$4.00 per M, tax included. This "tax included," of course, referred to the sales tax which is sometimes added to the price quoted, and at other times is absorbed by the firm. In this case the \$4.00 per M. included the tax. The lady was apparently satisfied with the price quoted for the shingles and ordered a quantity, paying for them on delivery. A few days afterwards she called up the lumber firm to call them down. "When you quoted prices to be you say the shingles were included, and I cannot find a single tack anywhere in the bundles that came from you," the lady said. She was of the opinion that it was only reasonable to expect tacks with shingles, or otherwise how could the shingles be fastened on, and if the shingles are not fastened on, what good are they?"

Renfrew Mercury:—Peter Heenan, one-time Minister of Labour, says he is going back to his trade of locomotive engineer. With \$4,000 as member of parliament and another salary as locomotive engineer he will be doing better. But with all the lay-offs of engineers on the railways, the puzzle is how Peter can get a job so easily. Maybe he has a "pull."

Kellogg's guarantee FRESHNESS

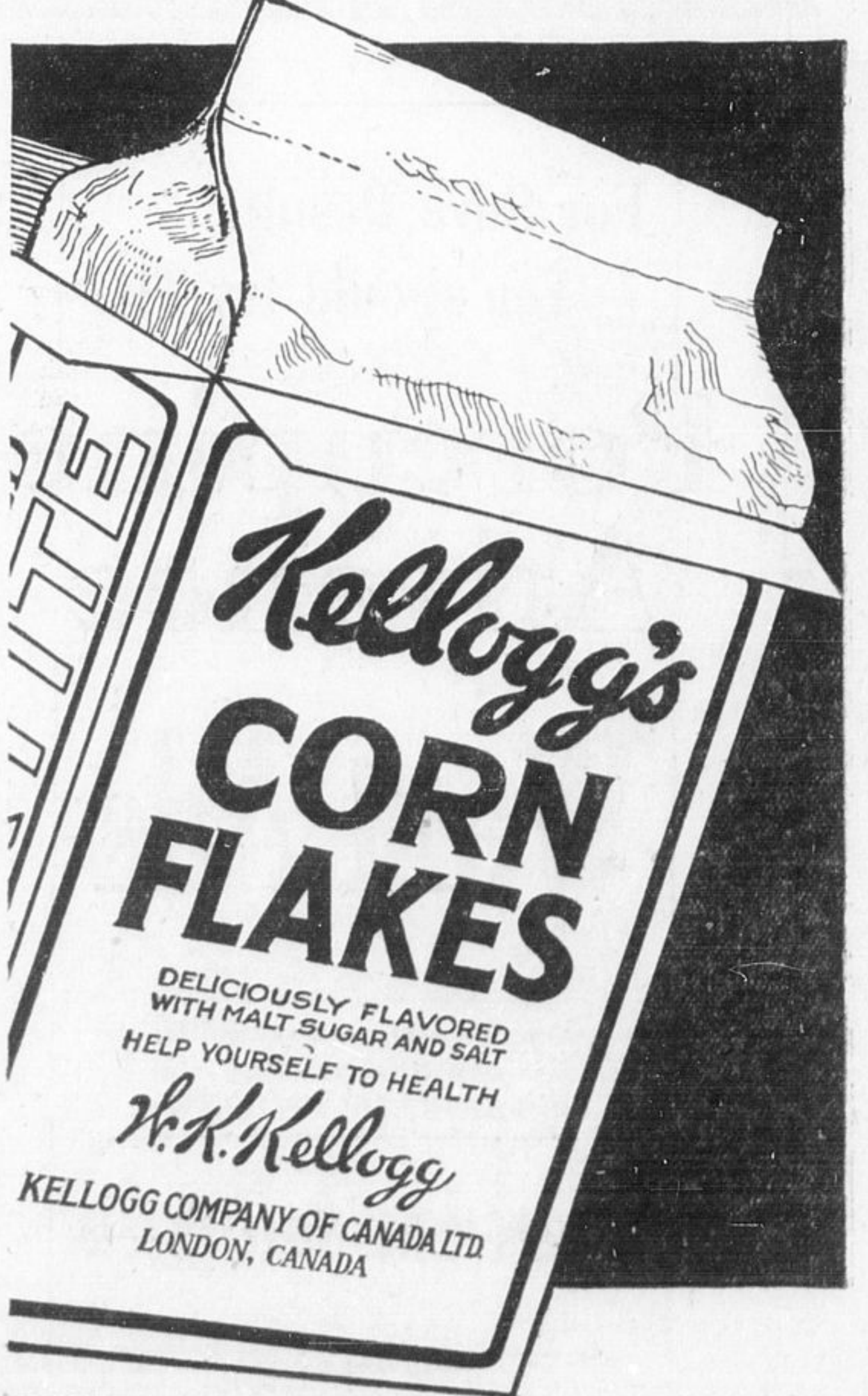
IT PAYS to say "Kellogg's" before you say "corn flakes." That's the way to be sure of delicious, crisp, really fresh flakes. For more than 25 years Kellogg's have been the standard of value in corn flakes.

These twenty-five years' experience, plus modern factories and expert workers, make the Kellogg's you get today the finest corn flakes that have ever been produced.

Each package is sold with the personal guarantee of W. K. Kellogg: "If you do not think Kellogg's Corn Flakes the finest and freshest flakes you ever tasted, return the empty package and we will refund your money."

Kellogg's Corn Flakes always reach you as fresh as when they left the toasting ovens. That's because of the special inside WAXTITE bag which is sealed top and bottom. It's a patented Kellogg feature.

Taste Kellogg's. Compare the flavor, crispness and freshness . . . even the tempting aroma. When substitutes are offered, remember it is seldom in the spirit of service. Insist on the red-and-green package. Made by Kellogg in London, Ontario.



HOW HE NEARLY LOST HER by ALBERT DORNE

WHO'S THAT PRETTY GIRL IN YOUR OFFICE?
THE BOSS'S SECRETARY. I HAVE A DATE WITH HER TONIGHT.

NEXT DAY
TOO BUSY TO TALK TO ME?
MUCH TOO BUSY—NO, I CAN'T MAKE ANOTHER DATE.

WHAT'S WRONG? WHY IS SHE SO UNFRIENDLY? NOTICED IT LAST NIGHT WHEN WE LEFT THE THEATRE.
PRESIDENT

THAT NIGHT
PEOPLE WITH "B.O." OUGHT TO RIDE IN A TAXI.
"B.O."? CAN HE MEAN ME? I'LL SOON STOP THAT.

6 WEEKS LATER
THE BOSS WILL HAVE TO LOOK FOR A NEW SECRETARY, DARLING.
YES, I TOLD HIM, TODAY.

BEWARE OF "B.O."
EVERYONE needs this warning. With pores constantly giving off odour-causing waste, everyone may unknowingly be guilty of "B.O." (body odour)—unless we take precautions. Make sure of not offending. Wash and bathe always with Lifebuoy. Its creamy, abundant, penetrating lather purifies and deodorizes pores—ends all "B.O." danger.
Guard's health— aids complexion
Lifebuoy's bland, pore-purifying lather freshens dull skins—protects health by removing germs from hands. Adopt Lifebuoy today.
LEVER BROTHERS LIMITED

One Woman tells Another by C.A. Voight

HELLO GIRL! HAVE YOU BEEN TO THE MOVIES? HOW DO YOU FIND TIME ON MONDAYS? I'VE JUST FINISHED MY WASH.
ANNA AND I JUST SOAK OUR CLOTHES IN RINSO NO SCRUBBING OR BOILING.

HELLO, JANE! ARE YOU FREE ON WASHDAY, TOO? WHAT'S YOUR SECRET?
—RINSO, I GUESS, AND MY WASH IS THE ENVY OF THE NEIGHBOURHOOD.

HELLO ANNA! I TRIED RINSO THIS MORNING. IT MAKES WONDERFUL SUDS IN THIS HARD WATER.
YOU'LL LIKE IT, TOO, FOR DISHES AND ALL HOUSE CLEANING.

IMAGINE BEING FREE ON WASHDAYS! I FEEL LIKE A LADY OF LEISURE.
IT'S A SHAME YOU DIDN'T KNOW ABOUT RINSO YEARS AGO.

See how much work this hard-water soap does
GET the BIG package of Rinso. Keep track of how much work it does for you. You'll be amazed—delighted!
One woman soaked 171 pieces of wash spotless with one large package, did the dishes 30 times, and still had some Rinso left for other cleaning. Thousands of others find Rinso just as economical.
Cup for cup, Rinso gives twice as much suds as puffed-up soaps. Long-lasting suds that soak clothes whiter.
Millions use Rinso in tub, washer and dishpan