HOPES TIMMINS CONTINUES AS LEADER IN THE NORTH

The New Liskeard Speaker last week says:-"We believe the Advance is entitled to much of the credit due to the The New Liskeard Speaker says, in Lack of Production has Made Market mining town of Timmins for the active part:-"The citizens of New Liskeard interest there has been and still is be- expressed their appreciation of the efing taken in agricultural and horticul- forts of Mary Vandervliet, New Listural matters. The citizens generally keard's representative at the recent Los manage to have a poultry show once a Angeles Olympiad, by holding a massed year, and this year, that is on the 7th gathering in the New Liskeard arena and 8th of September, the citizens will on Monday evening, when that young have a horticultural fair, and on the lady was the recipient of a handsome national advertising agencies in Can-13th and 14th they will have an agri- gold watch as a gift from the comcultural fair. We wish these organiz- munity and a wonderful basket of flowations the success they very much de- ers from her fellow members of the serve. Timmins has been for a long Alert Club. As is probably already time a leading gold-producer of the known by all readers, Miss Vandervliet North Land, and it is very much hoped is the winner of the Ontario 100 and that this town may continue to be in 200 metre championship for girls for prosperity being just around the corthe leading class, while those who have two years in succession, a feat we do ner, but he gave both his own opinions productive soil in the nearby townships not think has ever been performed by on the situation and the factors on should raise crops with which to supply any other lady athlete in Ontario. In the towns-people. The Advance is addition to this Miss Vandervliet was | Five important reasons are given by right in giving encouragement to agri- in the list of the twelve best recognized Mr. Keeley to substantiate his statecultural and horticultural societies."

cient Greeks.

Doherty Roadhouse & Co. Standard Stock & Mining Exchange

C. E. HALL

Correspondent Bank of Commerce Bldg. Timmins Fast and Efficient Service Call or Telephone Phone 701 P.O. Box 1239

PRESENTATION MADE TO

In a report last week of a presentation made to Miss Mary Vandervliet,

Sudbury Star:—The British are still in the vanguard of aviation accomplishments. Alcock and Brown were the first to make a successful non-stop not seem very likely still the wheat crossing of the Atlantic, and now Capt. Mollison makes new history by recording the first solo flight westward over the waters separating the British Isles fore the war. And the crop, which has from the North American continent.

TREASURER'S SALE OF LAND FOR TAXES IN ARREARS

DISTRICT OF COCHRANE, TOWNSHIP

big event to Canada."

MISS MARY VANDERVLIET Depression Cannot Last Much Longer

for Manufacturers, Says Agency Head. Newspapers Called the Best Advertising Medium.

In a recent interview at Orillia with The News-Letter, Russell T. Kelley, or Hamilton, head of one of the largest ada, declared that better times are actually near. He pointed out that the economic trend is definitely upward. and gave the reasons for this belief. Mr. Kelley did not content himself with the usual optimistic statements about

lady runners in the world, being bare- ment. The most important is the fact ly nosed out of a place in the finals that there is just about the same by three of the world's champion run- amount of money in saving banks in Chatham News:-A great deal has ners. It is still our contention, and al- Canada today as before the depression been written about the fact that the ways will be, that had Miss Vander- in 1929-about \$1,400,000,000. "And ancient Greeks didn't use the word vliet been given her rightful place-a what we have today that we didn't Olympiad in referring to the Olympic place she clearly won at the Hamilton have then, is a market," says Mr. Kelgames. The whole thing could have meet, she would have been a member ley. "Manufactured goods are being been avoided by the simple statement of the quartette to represent Canada worn out and they will have to be rethat none of our sports writers are an- in the 400 metre race and Canada placed. For instance I sent out a man would have been the winner of that from my agency the other day to inevent. As it was fayouritism succeed- quire about automobile tires. From ed in keeping the Liskeard girl off the fifty motorists he learned that only one team, and a miserable mess lost the was using tires that had not gone more than 20,000 miles. They will all be needing tires soon. And it's the same thing in all manufactured goods."

> While the chances of getting \$1 a bushel price for wheat this year does situation is much brighter than last year, he said. This is because this grown cheaper than any crop since bebeen estimated at 400,000,000 bushels

Wheat Outlook

is bound to help start things moving by the money it will bring into the coun-

The other two reasons why Mr. Kelley looks for prosperity is the increased trade that is sure to result from the Imperial conference and the increased

gold production. Advertising Urged

To business men, who would increase business, Mr. Kelley urges more advertising. By increasing his advertising, his own agency increased business 16 per cent., the first six months of this year over last year, despite socalled time of depression, he said:

Newspaper Best Medium In the opinion of Mr. Kelley there is no advertising that can equal newspaper advertising for results. Radio, billboards, skywriting, blotters, and rulers are placed in inferior positions by the well-known advertising agency president.

People buy a certain newspaper for its editorial comment, political views and its ability to present and interpret the news of the world, the speaker stated. If they turn accidentally from the news stories to the store news they don't throw the paper away; if the proper message is there in the proper way, they are attracted he said.

Mr. Kelley stated that because one might see a person on the street car rustle through the pages and then toss the paper to one side, one should not think that advertising did not pay. is the paper, he said, that is gone over carefully at the breakfast table or carried home to be studied in the quiet of an evening that is bound to bring results. It carries a message through repetition and reiteration and brings success to the man who uses space, he pointed out.

"Canada." Mr. Kelley declared, 'could spend one million dollars profitably each year in advertising Canyear's crop was planted cheaper and ada to the American people. Why should you not be a luxury to the American people?" he asked. "The people of the United States are so thoroughly conscious of the ease with which they can get places under their own power that they will come to this country in direct ratio to the extent that you invite them.

"Advertising is a dynamic social force working for the good of all," Mr. Kelley stated. "It is a force in business. It is not something extra, but is part and parcel of the business. It is not something you hem on to the border of

Advertising did one thing in business, Mr. Kelly said, it increased consumption by annihilating time. A business was made of four classifications, he stated finance, production, sales and public opinion. There were many who eonsidered the first three and ignored 380.73 the last. A business must have favor-444.89 able public opinion and keep place with 62.62 the changing times, he concluded.

READ THIS AND THEN THINK OF THE MOSS UP AT MOOSONEE

The Huntingdon Gleaner last week 257.17 | in its column, "Chronicled News Bits, 139.61 had the following:-"Prof. Victor E. 213.12 Shelford, department of zoology, University of Illinois, who visited the river section, convinced that while radi- quite unconcerned." Churchill, Man. region in the early um and silver has so far proven the summer, plans to have his residence in big magnet, that gold of importance is Champaign-Urbana, Illinois, insulated there to be found. Their quest, how-316.62 with barren lands moss, according to ever, is shared by many others, and it 278.59 word received. Prof. Shelford, who is is said that two of the reported Great 209.04 an authority on the lower forme of Bear field finds have not proven up. 546.43 | plant life, believes that the moss will | serve the double purpose of keeping out cold in winter and heat in summer. He secured data on the moss while in Churchill, and when in Winnipeg discussed the commercial possibilities of the moss with F. V. Seibert, superintendent of the department of natural resources, Canadian National Rail-175.35

170.64 Brantford Expositor:-In Quebec 25 licenses because they failed to observe 337.52 the provincial law of a full stop at level dent was a serious affliction for all con-316.50 railway crossings. The dislike of most 114.23 motorists to lose even a minute or so general sympathy extended to both 226.18 is one of the extraordinary characteristics of this comparatively new method of travel.

Praises Conference



MGR. J. M. R. VILLENEUVE Archbishop of Quebec, commenting on the Imperial Economic Conference, stated: "It would be difficult to estimate the very great importance of the example of co-operation which British nations have given

Radio Station Now at Great Bear Lake

Another Link Established in the Communications for the Far North. Some Other Notes about the Camp.

Great Bear Lake, by Canadian Airways Bridge River district; Alexandria Ltd., forms another link in north land Mines, Phillips Arm, Shoal Bay; Clancy communication. While the station will and Kinsey, Alice Lake property, Jeune operate in conjunction with the Royal Landing, Vancouver, B.C.; Canada Smel-Canadian Signals system at Fort ters, Limited, Sanca; Cariboo Gold Smith, the real purpose of the station Quartz Mining Company, Limited, has been to furnish information re- Barkerville. garding weather conditions for pilots, besides handling commercial messages, gold from North Bend, B.C., and from public and private.

The last influx of enthusiasts for the Peers, Alberta. country will likely take place very shortly, with the parties now in the field preparing to leave this month be- trict, Ont. fore the freeze-up. However, unlike last fall and winter, it is estimated bandowan Lake, Port Arthur district, several score of workers will make Ontaric. Great Bear country their winter home as development is pushed.

Col. D. H. McAlpine, president of Dominion Explorers, Ltd., is reported en route for the scene of a rich silver find on Camsell river, some 35 miles south of the previous finds. Dominion Explorers has a 20 per cent. interest in the find made by A. X. Syndicate, and if as encouraging as first reported, it pand its prospecting-holding scope.

Pete Davidson and H. B. Montgom- lowed it for a time. The animal, ery, two figures who have participated | which Mr. Miller said was "as fast as in almost every important mining rush a little pig," came up Silver street, cut in the past 20 years, are en route to in between two houses at the north Great Bear, being attracted to the dis- end, and proceeded through the Coni- for divorce after sixty-two years totant field on behalf of a Clargary syn- agas property. It took its time, he gether on the ground that they can't dicate. They will work the Camsell said, seemed unafraid and apparently agree. It is the world's longest argu-

CHARGE AGAINST KIRKLAND LAKE WOMAN DISMISSED

Following a fatal accident on the Ferguson highway a charge of negligent driving was preferred against Mrs. L. A. Lillico, of Kirkland Lake: The accident did not appear to be due to carelessness or lack of attention on the part of Mrs. Lillico but rather seemed to be caued by a combination of circumstances in which the both cars conmotorists have lost their driving cerned may have contributed. The fact that death resulted from the accicerned and for this reason there was parties in the accident. Accordingly, many will be pleased to note that the case has been disposed of at North Bay. In referring to the matter The North Bay Nugget last week said:-

"A charge of negligent driving against Mrs. L. A. Lillico, Kirkland Lake, preferred following a fatal accident seven miles north of North Bay on the Ferguson highway on July 13, was dismissed by District Magistrate C. S. McGaughey this afternoon when the Crown offered no evidence in the case. The action had been taken following the highway accident in which Victor Garratt, age 13, Toronto, who was riding in a car driven by an uncle, L. G. Garratt, also of Toronto, suffered injuries which proved fatal shortly after his admittance to St. Joseph's General hospital, here. On a second charge, of speeding, however, preferred at the same time as the other, and to which she pleaded guilty, Mrs. Lillico was taxed \$25 and costs, and at the same time her operator's license was suspended for three months. L. G. Garratt, was also charged with speeding, but in consequence of the Crown offering no evidence, the case was dismissed.'

Blairmore Enterprise:-The other day a man, hitherto without a spot on his character, inquired with wellfeigned innocence: "How can five persons divide five eggs so that each will receive one and still one remain in the dish?" After the company went all but distracted in the mazes of this proposition, the fellow meanly said: "One takes the dish with the egg."

Tests Made on Ores by Dept. at Ottawa

List Published of Milling and Concentration Tests Being Conducted on Ores from Ashley, DeSantis, and Other Properties in Ontario and Other Parts of Canada.

A list of metalliferous ores on which milling and concentration tests are baing conducted in the ore dressing laboratories of the Department of Mines, Ottawa, has been released for publication. The list comprises ores from every mining province in the Dominion with gold ore from several of the recent discoveries and from the younger operating companies well in the lead. The list follows:

Gold ores from the Province of Ontario, including the Ashley property of the Mining Corporation of Canada, Matachewan; DeSantis Gold Mines, Limited, Timmins; McKellar-Longworth property of the Schreiber Gold Mines Limited, Schreiber: Cameron Island Arsenical Gold Ore, Lake of the Woods.

Gold ores from the Province of Quebec, including the Beattie Gold Mines, Limited, Duparquet township; Granada Gold Mines, Limited, Rouyn township; Arntfeld Mines, Limited, Boischatel township; Germaine-Gale property, Dubuisson township; Siscoe Gold Mines, Limited, Dubuisson township; Treadwell-Yukon Mines, Limited, Pascalis township.

Gold ores from the Province of Man: toba, including the Island Lake pro perty of Ventures Limited and the Herb Lake property of C. B. Morgan.

Gold ores from British Columbia, in-The modern radio station opened in cluding Pioneer and Bralorne Mines

> Black Sand Concentrates containing the McLeod River Mining Company

Cobalt ore from Kenora Prospectors Limited, Werner Lake, Patricia Dis-Copper-Nickel-Cobalt ore from She-

Scheelite ore from Indian Path Mines, Limited, Lunenburg, Nova

Scotia. Iron ore from Bathurst Iron Mine Bathurst, New Brunswick.

PORCUPINE WANDERED ON COBALT STREET LAST WEEK



GET UP A VACATION THAT DOESN'T TIRE A FELLOW OUT SO MUCH! They have motoring:-there's the answer to a pleasant vacation.

Let us make it more pleasant, by putting your car in first class condition, have us repair and touch up body and fenders. You will be doubly proud of your car.

Eveready Service Station

APPROVED AUTOMOTIVE SERVICE

Phone 15

44 Bruce Avenue South Porcupine, Ont.

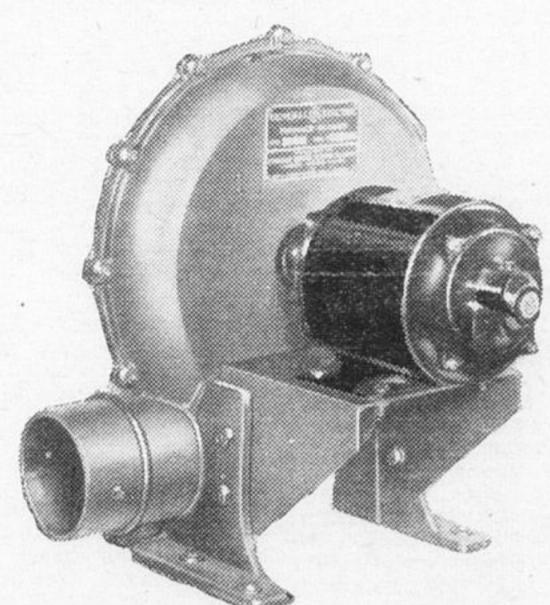
HOPES NORTH GETS MORE

CONSIDERATION IN SOCCER

Observer writing in his column of Sportology in The North Bay Nugget last week says:-"Northern Ontario's interest in the annual Ontario Cup (soccer) series will be reduced to one team after Sept. 2 by which time Falconbridge and Kirkland Lake will have elected one or the other to carry on in a sudden-death meeting at Kirkland Lake. It is to be hoped that the winner will be shown more consideration than were Kirkland Lake and Dome Mines (South Porcupine) in past series. The Kirkland Miners were held off till the winter season had set in, and in the case of Dome Mines, and as recent as last season, they were not considered till the winter season was well advanced. They were offered a chance to make a try for the trophy this spring but declined graciously. As the result of a general howl, the trustees of the cup have decided that the series will this year be speeded up to ensure that The Cobalt Weekly Post last week contestants will be given a chance bewill not be surprising to see Dominion said:-"A porcupine pursued its lei- fore snow blankets the fields. The Fal-Explorers plan some form of reorganiz- surely way through part of down-town conbridge team, win or lose at Kirkation of capital in order to fully ex- Cobalt yesterday, according to Bert land, will show their wares here against Miller, Silver street resident who fol- an all-star team on their homeward

> Dallas News:-Oklahoma couple file ment.

Enjoy Constant Home Heat at Far Less Cost



Install a G. E. Furnace Blower

One of the greatest comfort-givers and moneysavers we have ever offered. Have one installed in your home, attached to your furnace. It works automatically, regulating the fire and enabling you to burn cheaper coal without waste. Just set the temperature regulator at the degree of heat you want and the furnace blower does the rest. Day and night it keeps your home at just the degree of warmth you want. Low prices now in effect. Convenient terms arranged if desired.

Canada Northern Power Corporation

CONTROLLING AND OPERATING Northern Ontario Power Company, Limited Northern Quebec Power Company, Limited

of CALVERT

TO WIT:

By virtue of a warrant under the hand of the Reeve of the Corporation of the Township of Calvert, in the District of Cochrane, dated July the 23rd, 1932, commanding me to levy upon the lands hereinafter described for arrears of taxes, respectively due thereon, together with cost, notice is hereby given that unless such taxes and costs are paid, a business to make the business look I shall in compliance with the Assessment Act, Chapter 238, R S.O. 1927, proceed to sell by auction the lands or so much pretty, it is one blade of the shears and, thereof as may be necessary to discharge the same at the Municipal Hall in the village of Ansonville in the Township of of course, sales form the other blade. Calvert, District of Cochrane, on the 1st day of December 1932 (Thursday) at the hour of ten o'clock in the forenoon. pursuant to Statutes.

And further take notice that it is the intention of the Council of the Township of Calvert to purchase at the ad journed sale, if held, all parce's of land if the price offered is less than the arrears and costs thereof, according to

R.S.O. 1927, the said adjourned sale, i	f necessary, to be held the 8th day of December	er 1932.			
Name and Address	Lot or Concession		Arrears	Costs	Total
total Godson Bontmain Olle	Lot No. 21, Plan M 66—52x 83 patented	1928-31	362.60	18.13	380.73
Ayotte, Gedeon, Pontmain, Que	Lot No. 4, plan M-65—58x140 patented	1928-31	423.70	21.19	444.89
Brophy, Mrs. M., Ansonvine, One	NE4 of Lot 8, Con. 2-80 acres unpatented	1929-31	59.65	2.98	62.62
Breton, Wilfrid, Dupuy, Que.	NW1 of Lot 5. Con 1-80 acres unpatented	1928-31	71.56	3.58	75.14
Chaumont, Ovila, Ansonville, Ont.	NA of Lot 6. Con. 1-160 acres unpatented	1928-31	164.13	8.21	172.44
- t ti-T The Amagnitile ()ml	I OL NO. 1. DIGIT WITH JUNITY DECEMBER	THE PART OF A	159.51	7.98	167.49
The A C Troqueis Falls (Int	Tot No. 39. Dian M-oi- acre pacemen	THE PERSON OF THE	59\$.39	29.52	619.91
Towns Danies Ollo	PL NO 10. DIAH MI-3-JOATSO DACCHICA	AUNG OA	1,443.89	72.19	1,516.08
a title av Mananta Ont	Lot No. 39. Dian M-12—JUASS paterited		253.77	12.69	266.46
- 1 Al- Monthoole Ont	Na OI LOL C. DIMII W-31-JUXIIO DAGGIRCO	LUMU UA	244.92	12.25	257.17
a to the Tid Amagnatilla Ont	Sa of Lot 2. Con. 1—100 acres unpatented	AUMU UA	132.96	6.65	139.61
Guindon, Ed., Ansonville, Ont	Lot No. 7, plan M-1C—50x95 patented	1929-31	202.97	10.15	213.12
The Coo Porquis Ict Ont	SET OF LOU 8. COII. 1—00 acres unpaterited	1000.07	125.33	6.27	131.60
Karmazenuik, Geo. Porquis Jct., Ont.	Lot No. 11. plan M-66-56x831 patented	1929-31	471.60	23.58	495.18
Ludwig, Hyman, Ansonville Ont	Lot No. 3, plan M-12—50x95 patented	1929-31	143.26	7.16	150.42
- 1 - 11- Alex Anconville Ont	LOT NO. 16. DISH W-ZO TOXIOO DECENICO	TONO OT	314.82	15.74	330.56
- Amagazzilla Ont	LOUND 3 DISH M-ZO-40X001 Datellieu	1000-01	204.74	10.24	214.98
- 11 The est Anconville Ont	1 Dt NO 25 Dian M-12-103501 Datelited	TOUG UT	301.59	15.03	316.62
Trammag Anconvilla Ont	1.01 NO 13 DISH M-00-411A112 December	TONO OT	265.32	13.27	278.59
Talle T II Dombroke Ont	1.01 NO. 25. DISH M-13-10X40 Datelited	IVEU U.	199.09	9.95	209.04
Leciair, J. H., Pembroke, Ont.	Lot No. 12, plan M-28—40x881 patented	1928-31	520.41	26.02	546.43
Tripland Lake Or	t Lot No 9 plan M-33-30x004 patented	1020-01	115.98	5.80	121.78
Mousseau, Geo. E., Kirkianu Lake, Or	Pt. No. 22, plan M-3—33x78 patented	1929-31	382.52	19.13	401.65
Marchand, Albert, Ansonyme, Ont	Lot No. 7, plan M-86—50x100 patented	1928-31	228.29	11.41	239.69
Meunier; Henry, Montrock, Ont.	No of Lot 9, Con. 4—160 acres, unpatented	1929-31	80.79	4.04	84.83
Murphy, Robert, Montrock, Ontania	Sh of Lot 6, Con. 4—160 acres patented	1929-31	185.75	9.29	195.04
Marchand, Albert, Ansonville, Ont	Lot No. 5, plan M-33—52x104 patented	1929-31	335.27	16.76	352.03
Olaveson, Ed., Ansonville, Ont	Pt. Lot No. 12, plan M-3—50x100 patented	1928-31	371.09	18.56	389.65
Oniman, Chas., Ansonville, Ont.	Pt. Lot No. 49, plan M-3—50x100 patented	1929-31	165.88	8.29	174.17
Pepin, Leon, Ansonvine, Ont.	SW1 of Lot 5, plan M-31-55x100 patented	1928-31	143.31	7.17	150.48
Paradis, J. A., Montrock, Oit.	Pt. Lot 25, plan M-3—80x70 patented	1929-31	167.00	8.35	175.35
Page, Robert, Ansonville, Ont.	SEt of Lot 4, Con. 3, 80 acres unpatented	1929-31	149.68	7.03	147.71
Paquette, Aurius, Ansonville, Ont	Lot No. 4, plan M-12—50x95 patented	1929-31	162.51	8.13	170.64
Rainville, Edward, Ansonville, Ont.	Pt. Lot 59, plan M-3—50x78% patented	1929-31	408.81	20.44	429.25
Romain, Ed., Ansonville, Ont.	Lot No. 24, plan M-14—91x81 patented	1929-31	332.83	16.64	349.47
Rossi, Peter, Ansonville, Ont	Lot No. 7, plan M-65—50x100 patented	1929-31	356.01	17.80	373.81
St. Denis, P., Ansonville, Ont.	Lot No. 3, plan M-66—41\frac{1}{4}x 112 patented	1929-31	321.45	16.07	337.52
Tremblay, Alfred, Ansonville, Ont	Lot No. 24, plan M-12—76x95 patented	1929-31	301.43	15.07	316.50
Veuillette, Lionei, Ansonville, Ont	Lot No. 22, plan M-31—45x100 patented	1929-31	108.31	5.92	114.23
Wheeler, John, Ansonville, Ont.	Lot No. 4, plan M-24—52x104 patented	1929-31	215.41	10.77	226.18
	·	A. MONGEO	N,		
35-47	The state of the service of the serv	Treasure		hip of	Calvert
UU 11					

HER FIRST DANCE WITH

JIM. HOW THRILLED

FINALLY AMY TOLD

HER HOW SHE HAD

UNKNOWINGLY

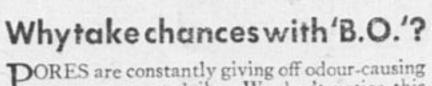
OFFENDED

SHE WAS!

BUT AFTER ONE DANCE JIM LEFT HER - DIDN'T COME NEAR HER AGAIN







I waste—a quart daily. We don't notice this odour in ourselves, but others do! Play safe. Always wash and bathe with Life-buoy. Its creamy, abundant, searching lather purifies and deodorizes pores—ends all "B.O." danger. Its pleasant, extra-clean scent that vanishes as you rinse, tells you you're safe.

Complexion Secret Lifebuoy's gentle lather frees pores of clogged im-purities—makes dull skins

glow with new radiant

health. Adopt Lifebuoy