

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 mining town of Timmims for the active interest there has been and still is being taken in agricultural and horticultural matters. The citizens generally manage to have a poultry show once a year, and this year, that is on the 7th and 8th of September, the citizens will have a horticultural fair, and on the 13th and 14th they will have an agricultural fair. We wish these organizations the success they very much deserve. Timmims has been for a long time a leading gold-producer of the North Land, and it is very much hoped that this town may continue to be in the leading class, while those who have productive soil in the nearby townships should raise crops with which to supply the towns-people. The Advance is right in giving encouragement to agricultural and horticultural societies."

Chatham News.—A great deal has been written about the fact that the ancient Greeks didn't use the word Olympiad in referring to the Olympic games. The whole thing could have been avoided by the simple statement that none of our sports writers are ancient Greeks.

Doherty Roadhouse & Co. members Standard Stock & Mining Exchange C. E. HALL Correspondent Bank of Commerce Bldg. Timmims Fast and Efficient Service Call or Telephone Phone 701 P.O. Box 1239

PRESENTATION MADE TO MISS MARY VANDERVIET

In a report last week of a presentation made to Miss Mary Vandervliet, The New Liskeard Speaker says, in part—"The citizens of New Liskeard expressed their appreciation of the efforts of Mary Vandervliet, New Liskeard's representative at the recent Los Angeles Olympiad, by holding a massed gathering in the New Liskeard arena on Monday evening, when that young lady was the recipient of a handsome gold watch as a gift from the community and a wonderful basket of flowers from her fellow members of the Alert Club. As is probably already known by all readers, Miss Vandervliet is the winner of the Ontario 100 and 200 metre championship for girls for two years in succession, a feat we do not think has ever been performed by any other lady athlete in Ontario. In addition to this Miss Vandervliet was in the list of the twelve best recognized lady runners in the world, being barely nosed out of a place in the finals by three of the world's champion runners. It is still our contention, and always will be, that had Miss Vandervliet been given her rightful place—a place she clearly won at the Hamilton meet, she would have been a member of the quartette to represent Canada in the 400 metre race and Canada would have been the winner of that event. As it was, favouritism succeeded in keeping the Liskeard girl off the team, and a miserable mess lost the big event to Canada."

Sudbury Star.—The British are still in the vanguard of aviation accomplishments. Alcock and Brown were the first to make a successful non-stop 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 from the North American continent.

Depression Cannot Last Much Longer

Lack of Production has Made Market for Manufacturers, Says Agency Head. Newspapers Called the Best Advertising Medium.

In a recent interview at Orillia with The News-Letter, Russell T. Kelley, of Hamilton, head of one of the largest national advertising agencies in Canada, 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 prosperity being just around the corner, but he gave both his own opinions on the situation and the factors on which he based his ideas.

Five important reasons are given by Mr. Kelley to substantiate his statement. The most important is the fact that there is just about the same amount of money in saving banks in Canada today as before the depression in 1929—about \$1,400,000,000. "And what we have today that we didn't have then, is a market," says Mr. Kelley. "Manufactured goods are being worn out and they will have to be replaced. For instance I sent out a man from my agency the other day to inquire about automobile tires. From fifty motorists he learned that only one 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."

Wheat Outlook While the chances of getting \$1 a bushel price for wheat this year does not seem very likely still the wheat situation is much brighter than last year, he said. This is because this year's crop was planted cheaper and grown cheaper than any crop since before the war. And the crop, which has been estimated at 400,000,000 bushels

is bound to help start things moving by the money it will bring into the country. 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 so-called 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 reading through the paper and then toss the paper to one side, one should not think that advertising did not pay. It 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 Canada 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 a business to make the business look pretty, it is one blade of the shears and, of course, sales form the other blade."

Advertising did one thing in business, Mr. Kelley said, it increased competition by annihilating time. A business was made of four classifications, he stated finance, production, sales and public opinion. There were many who considered the first three and ignored the last. A business must have favorable public opinion and keep pace with the changing times, he concluded.

READ THIS AND THEN THINK OF THE MOSS UP AT MOOSENOE

The Huntingdon Gleaner last week in its column, "Chronicle News Bits," had the following—"Prof. Victor E. Shelford, department of zoology, University of Illinois, who visited the Churchill, Man. region in the early summer, plans to have his residence in Champagne-Urbana, Illinois, insulated with barren lands moss, according to word received. Prof. Shelford, who is an authority on the lower forms of 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 Railways."

Brantford Expositor.—In Quebec 25 motorists have lost their driving licenses because they failed to observe the provincial law of a full stop at level railway crossings. The dislike of most motorists to lose even a minute or so 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 the world."

Radio Station Now at Great Bear Lake

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

The modern radio station opened in Great Bear Lake, by Canadian Airways Ltd., forms another link in north land communication. While the station will operate in conjunction with the Royal Canadian Signals system at Fort Smith, the real purpose of the station has been to furnish information regarding weather conditions for pilots, besides handling commercial messages, public and private.

The last influx of enthusiasts for the country will likely take place very shortly, with the parties now in the field preparing to leave this month before the freeze-up. However, unlike last fall and winter, it is estimated several score of workers will make 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 it is as encouraging as first reported, it will not be surprising to see Dominion Explorers plan some form of reorganization of capital in order to fully expand its prospecting-holding scope.

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. Lilloco, of Kirkland Lake. The accident did not appear to be due to carelessness or lack of attention on the part of Mrs. Lilloco but rather seemed to be caused by a combination of circumstances in which the both cars concerned may have contributed. The fact that death resulted from the accident was a serious affliction for all concerned and for this reason there was general sympathy extended to both 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. Lilloco, 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. Lilloco 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."

Why take chances with 'B.O.'?

PORES are constantly giving off odour-causing waste—a quart daily. We don't notice this odour in ourselves, but others do! Play safe. Always wash and bathe with Lifebuoy. Its creamy, abundant, searching lather, purifies and desodorizes 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 impurities—makes dull skins glow with new radiant health. Adopt Lifebuoy today.

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 being 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, Timmims; McKeill-Longetworth 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, Pascalls township.

Gold ores from the Province of Manitoba, including the Island Lake property of Ventures Limited and the Herb Lake property of C. B. Morgan.

Gold ores from British Columbia, including Pioneer and Bralorne Mines, Bridge River district; Alexandria Mines, Phillips Arm, Shoal Bay; Clancy and Kinsey, Alice Lake property, Juneau Landing, Vancouver, B.C.; Canada Smelters Limited, Sanca; Cariboo Gold Quartz Mining Company, Limited, Barkerville.

Black Sand Concentrates containing gold from North Bend, B.C., and from the McLeod River Mining Company, Peers, Alberta.

Cobalt ore from Kenora Prospectors Limited, Werner Lake, Patricia District, Ont.

Copper-Nickel-Cobalt ore from Shebandowan Lake, Port Arthur district, Ontario.

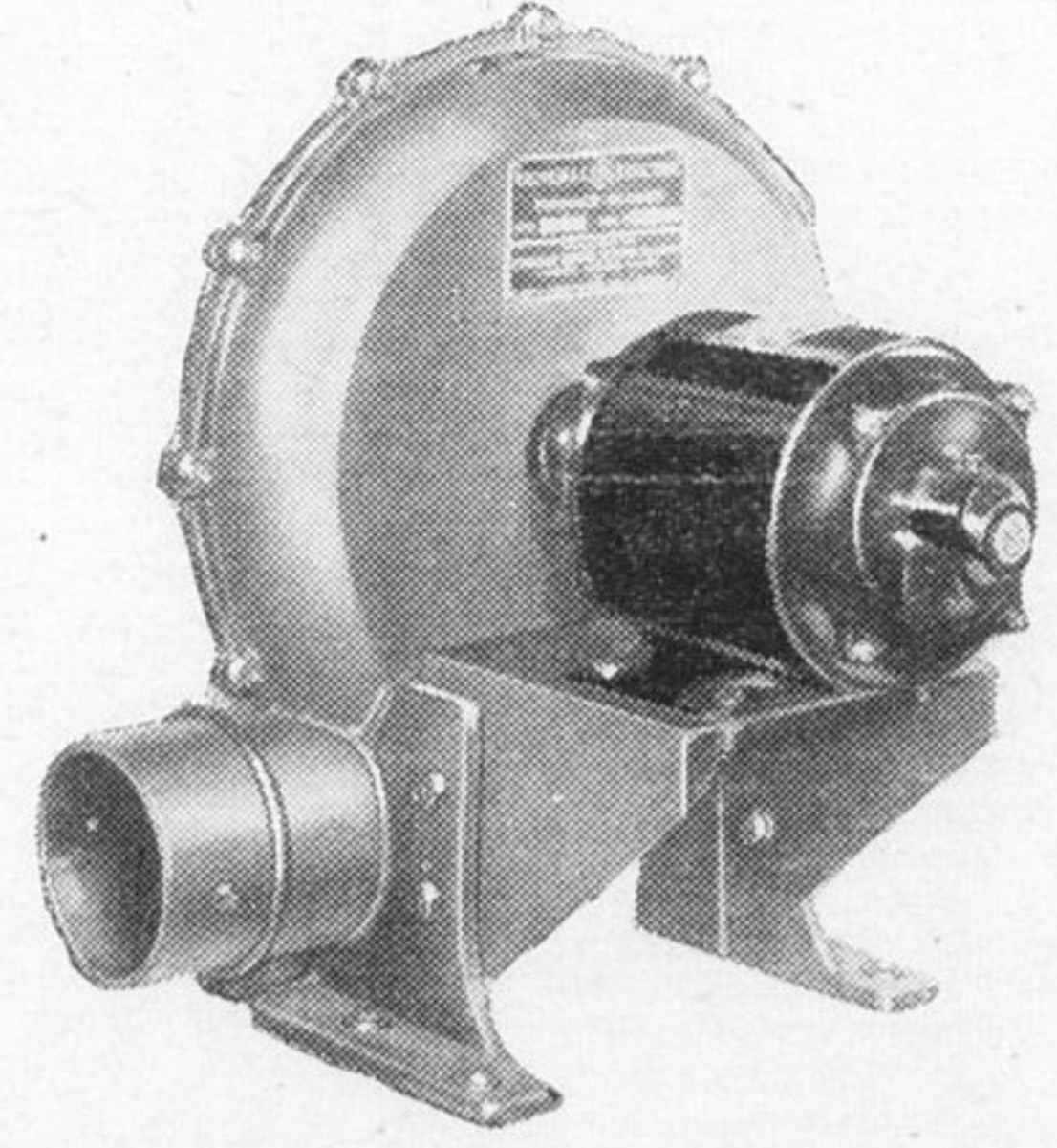
Scheelite ore from Indian Path Mines, Limited, Lunenburg, Nova Scotia.

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

FORCUPINE WANDERED ON COBALT STREET LAST WEEK

The Cobalt Weekly Post last week said:—"A porcupine pursued its leisurely way through part of downtown Cobalt yesterday, according to Bert Miller, Silver street resident who followed it for a time. The animal, which Mr. Miller said was "as fast as a little pig," came up Silver street, cut in between two houses at the north end, and proceeded through the Coniagas property. It took its time, he said, seemed unafraid and apparently quite unconcerned."

Enjoy Constant Home Heat at Far Less Cost



Install a G. E. Furnace Blower

One of the greatest comfort-givers and money-savers 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 Limited CONTROLLING AND OPERATING Northern Ontario Power Company, Limited Northern Quebec Power Company, Limited

TREASURER'S SALE OF LAND FOR TAXES IN ARREARS DISTRICT OF COCHRANE, TOWNSHIP 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, I shall in compliance with the Assessment Act, Chapter 238, R.S.O. 1927, proceed to sell by auction the lands or so much thereof as may be necessary to discharge the same at the Municipal Hall in the village of Ansonville in the Township of 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 adjudged sale, if held, all parcels of land if the price offered is less than the arrears and costs thereof, according to R.S.O. 1927, the said adjudged sale, if necessary, to be held the 8th day of December 1932.

Table with columns: Name and Address, Lot or Concession, Years, Arrears, Costs, Total. Lists various land parcels with details on acreage and taxes.

J. A. MONGEON, Treasurer Township of Calvert

A BUDDING ROMANCE ALMOST SHATTERED



Why take chances with 'B.O.'? PORES are constantly giving off odour-causing waste—a quart daily. We don't notice this odour in ourselves, but others do! Play safe. Always wash and bathe with Lifebuoy. Its creamy, abundant, searching lather, purifies and desodorizes 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 impurities—makes dull skins glow with new radiant health. Adopt Lifebuoy today.