

YOU'D NEVER KNOW HER ...

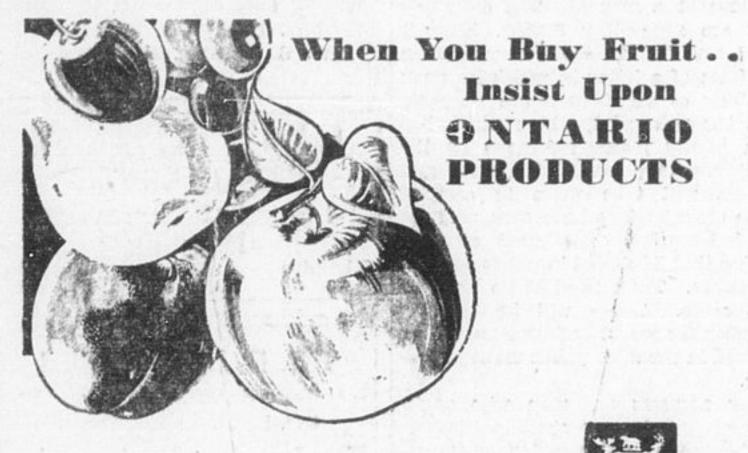
... FOR THE SAME BABY

This is what Mrs. Albert Bolton, of Toronto, writes: "Our little girl, Margaret Jean, was nursed for the first few months, but this did not satisfy her. I had heard about Eagle Brand and decided to try it. She took to it right away and there has been no trouble since. Her flesh is firm; lovely, straight limbs, good bone development, and she is so contented. Last September she won third prize at the Canadian National Exhibition, against 102 entrants.

If you are unable to nurse your own baby, send for Baby Welfare literature.

A Wonderful Baby Booklet!

The Borden Co. Limited, Truso, N.S.	C.w. 8
Gentlemen: Please send me free copy of "Baby Welfare."	f your new 64-page edition
Name	
Address	



NTARIO FRUIT comes to you fresh from the sun, retaining all the rich flavour and goodness which only sun ripened fruit possesses. All Ontario Farm Products offer you more for your dollar . . . their freshness makes them go farther in the preparation of meals. Their finer flavour ensures delicious dishes which the whole faraily will enjoy with relish.

Dollars spent on Ontario Fruit and other Farm Products represent a truly economical investment in health. They will help bring Prosperity too . . . money spent in Ontario is helping the Province back to Better Times.

Insist upon Ontario Farm Products

ONTARIO EDEEPARTMENT OF AGRICULTURE

COL. THE HOM. T. L. KENNEDY, Minister JAMES B. FAIRBAIRN, Deputy Minister

"BUY ONTARIO FARM PRODUCTS WEEK"-OCT, 17th - 22nd



Annual Convention of Women's Institute

South Temiskaming and Cochrane Institutes Hold Conference at New Liskeard Recently. Official Report of the Event.

Throughout the North Land, in the district served by The Advance, there are many branches of the Women's Institute, and for this reason the official report of the recent annual convention for the Women's Institute for South Temiskaming and Cochrane Districts may be of interest to readers of this paper. The following is the report of the convention as written by Mrs. Mason Healey, convention secretary as published in The New Liskeard Speaker last week:-

"The South Temiskaming and Cochrane Districts Women's Institutes held their annual convention in the Baptist Church, New Liskeard, on September 28 and 29, with a large attendance of members. Mrs. A. MacLauchlan introduced Mrs. W. Raymond as chairman for the opening session.

"After the Institute Ode was sung followed by the Lord's Prayer, we had some community singing, led by Mrs. E. E. Bartlett, with Mrs. Antrim at the piano. Mrs. Raymond then gave a short address and Mrs Putnam welcomed the visitors in her bright cheery indifferent and neglect it. The orchestra manner, and a hearty response was then played "Gloria in Excelsis" from given by Mrs. McAuley from Charlton. Mozart's "Twelfth Mass," in splendid Mrs. Healey then read the minutes of style. the convention held in Swastika last "Miss Collins gave us a short talk in

reports from the Southern branches, Healey. After community singing, Miss listen to such a fine rendering. Powell, assistant Superintendent from the Department at Toronto, gave a opened with Mrs. Anyon, Sr., Englemost interesting address and sugges- hart, in the chair, who gave a short tion for carrying on the work of the branches in the most effective way.

Standing Committees. Miss Moore from various branches were given. Miss the Department of Health, gave an Powell suggested that we have the instructive address on the nursing pro- same conveners for the coming year. blem of the North, asking the branches The rest room problem was discussed for their moral support of the nurses and referred back to the branches. A in their community work. A very fine resolution was brought upon reforestadisplay of home craft was then viewed, tion and the pruning of trees on the and surprise and pleasure was express- highways. A motion was carried that ed by many at the excellent exhibit.

sending in reports to conventions. A shown in our amusement houses. solo from Mrs. Bartlett was much ening Through."

Shelter, Haileybury, spoke on the work in our districts. of the Children's Aid Society, thankthey take in that important work. craft and showed some samples of fine tion. sewing, giving us many useful hints.

which we had more community singing. Lothian, seconded by Mrs. Anyon, Sr., door racketeer. Obituary columns in Liskeard branch in the basement at 6 Miss Powell, Miss Collins, the commit- some cases he boldly approaches the p.m., at which a large number set down | tee of the church and all who helped to | home and asks for the deceased. When and which was thoroughly enjoyed. cliffe presided. After a few words of Save the King," the meeting closed." pears embarrassed and offers condolconpliment and advice, we listened with

a great deal of pleasure to some fine SAD DEATH OF KIRKLAND musical selections, starting with Mr. Eric Smith's Orchestra in a suite from an opera by Gluck, followed by an ad-



DR. AMBEDKAR

leader of the "Untouchables" of India, who demands a separate electorate for his people, viewed Gandhi's fast as "political stunts." He said, "Gandhi's latest move is not a meral one, but political."

her own charming manner, which we "The business of reports was then all enjoyed. Mrs. Hanmer delighted proceeded with. Mrs. McAuley gave us with a song and gave as an encore a report of the Central District and "A Garden of Roses," Mr. Young their outstanding work. After more sang, "The House by the Side of the community singing, Mrs. Hyde gave an Road" in fine style and gave as an eninteresting account of the work in the core "Keep on Hoping." The orches-Northern District; we then had some tra then played a French waltz called "Charming," which was as good as its; then the District report was read by Mrs. name, and it was a great pleasure to "Thursday morning's session was

address, and then the remaining business was proceeded with. The reports "We then listened to reports of of Standing Committees from the we support it. A resolution regarding "At the afternoon session, Mrs. Loth- widows' right to the estate of an inian, Monteith, presided and gave us a testate was brought from West Lambvery nice address. We then had some ton. It was decided to support the first he says:community singing including a round. part, but not the second part of the A letter was read from Mr. Putnam resolution. A resolution was brought for the success of the convention. We for an exemption of the amusement

joyed, followed by an encore, "Smil- dress on the movement of "Back to the goes over. Land," and asked for our co-operation Another small-time racketeer who order given.

"We then had an inspiring address from soap. A question drawer was taken and very by Miss Collins on "Speech," which was Even members of bereaved families ably answered by Miss Powell, after followed by a vote of thanks from Mrs. are made the victims of the wholehearted turnout of the hard to figure out just how the con-"A banquet was served by the New that we tender out hearty thanks to the newspapers give him his lead. In raging forest fires. He said that the helpful spectators, but somehow make the convention a success. After told that the person he seeks was buried "At the evening meeting Mayor Sut- singing "Unto the Hills" and "God a few days earlier, the racketeer ap-

dress by Dr. D. G. Wilson, M.B., from on Wednesday of last week at the leaves it to the family whether the the Sanitorium at Haileybury, who em- death of Freddy Youngberg, popular book shall be accepted. Invariably phasized the need of a diagnosis and treasurer of the Kirkland Lake fire the money is forthcoming. care by a doctor in the early stages of brigade. He was found dead in his The "folding" game is another tuberculosis; not to be afraid or shun car on the Kirkland Lake-Swastika method of mulcting the trusting houseit, but take all possible care not to get road by a man living in the vicinity wife. She is offered a box of stationery man inside was asleep. On investiga- for \$1. After the salesman has left the tion it was found that Youngberg was door she discovers that, through a dead with a rifle wound behind the clever folding process, she has bought right ear. There was a .22 rifle in the one sheet of paper and one envelope, car, also a note saying:-"To all I say or one necktie with colourful end goodbye; goodbye to all. I hope you scraps pinned to the bottom. will all forget and forgive." The death is viewed as a great mystery as none | Huntingdon Gleaner:-During his ment some years after going to Kirk- movies. land Lake from Haileybury where his parents reside. He was 37 years old and was district representative of the Chicago Pneumatic Tool Company. He was unmarried. As late as noon on the day of his death he was seen by friends and appeared to be in his usual health and cheerfulness. Less than an hour afterwards his dead body was found in the car which had been parked by the side of the road. Chief of Police W. Shane, of Kirkland Lake, carried on an investigation into the death, but so far as known here the mystery of the

> Blairmore Enterprise: -A little boy was sitting behind a bald-headed man in church. At intervals the man kept vigorously scratching at different locations in the fringe of hair that encircled the shining foald pate. The worshipper kept it up so long that the lad back of him became seriously interested. So the lad leaned over in the most solicitous manner he could command and said: "Mister, you'll never catch him there. Why don't you! run him out into the open?"

case has not been solved to date.

Some of the Rackets Worked in the West

They will be Tried in the North if the People Here do not Watch Out. It is a Safe Plan to Refuse all Peddlers.

Geo. Smith, chief of detectives at Winnipeg, in an article recently published refers to schemes now being used to defraud housewives. He calls them "rackets," and though the ones he refers to are being used in the West at the present, there is little doubt but that they will be tried in the East and the North before long. The one way to avoid the loss from these rackets in the North is to be prepared for them. If people here know the game they are not likely to be victimized when the racket reaches here. It is an odd fact that many good things originate in the North but rackets and other evil things often come in from outside. The Advance has always tried to help out in this matter. When some form of illegal game is noted in the South, The Advance makes mention of it in Fire Brigades Meet the hope that people here will be ready and prepared. Especially is this true of rackets that are worked in Orillia, Barrie, North Bay, Sudbury, Pembroke. When things get hot for the racketeers in these towns they move on and they are very likely to come to the North unless they know the people here are on to them. There have been a number of cases where racketeers have actually dropped the idea of working the North because of publicity given to the working of their schemes elsewhere. "Curse the newspapers," the racketeers say, "the people will not bite in the North because they know our scheme." A good plan for the ordinary man or woman in the North is to turn down completely every peddler of every description. If there is absolute refusal to listen to any of them there will be no losses. It is even better to refuse to hear the peddler, and at the same time to call the police and tell them that there is a peddler on

usually discouraging for the peddler. Chief of Detectives Smith in his article says:-"Very seldom does the housewife who has been preyed upon inform the police; instead, it pleases her to look out the window to see if F., New Liskeard and J. Prentice of go so far as to become a burden to her next-door neighbour is as easy to Schumacher. defraud as she is."

"Mr. McCracken, from the Children's in any way possible to the newcomers finds easy prey among good housekeepers is the high-pressure salesman tion is one of the most prominent the help of spectators. Nowadays The financial report of the Swastika of the "grease eradicator." He carries causes of fires and he demonstrated building regulations demand that store ing the W. I. for the kindly interest convention was read by Mrs. Healey. his own candle which he lights before how this cause of fire worked. Mrs. Lothian and Mrs. Hyde from Mon- allowing the grease to drop upon any Mesdames Bartlett, Craven, MacLach- teinth gave an invitation for the con- garment, sometimes his own. He prolan and Reid sang, "Poor Little Lamb." vention to be held in Monteith next duces a small bottle of colourless fluid accompanied by Mrs. Wathen, to the years, which was accepted. Mrs. Loth- and a rag, with which he wipes out invitation was accepted. enjoyment of everyone. Miss Collins ian and Mrs. Hyde to be chairman and the grease stain with little effort. The spoke on her special work of Needle- secretary respectively, for the conven- victim does not suspect that the salesman's candle is one specially prepared

He then explains that the package FIREMAN ON WEDNESDAY LAST he carries contains a bible on which a deposit was paid by the deceased, Kirkland Lake was greatly shocked and on which there is \$5 owing, and

who noticed the car and thought the for 10 cents or half a dozen neckties

of the friends of the deceased can think film career. Tom Mix has suffered 49 of any reason for suicide. Youngberg accidents. Among the worst of these was apparently in good health, and he was a shooting, a stabbing, several bone was well known for his smile and his fractures and once he had a hole blown never-failing cheerfulness and good in his back by dynamite. But it takes humour. He had been an active mem- more than such trivial mishaps to stop ber of the Kirkland Lake fire depart- this hard-riding daredevil of the

THIS WARM TREAT

FOR A FEW CENTS

Hot milk over two crisp Shredded Wheat biscuits. There's a delicious treat for chilly days! Shredded Wheat is the natural energy food, made in Canada, by Canadians, of Canadian

12 BIG BISCUITS IN EVERY BOX



at Kirkland Lake

Hon. W. A. Gordon, Minister of Immigration, One of the Speakers at Firemen's Event This Week in North.

The seventeenth annual convention stated, "he can feel it in the air as soon of the Temiskaming Firemen's Associ- as he goes into the North Country. I ation, held in the Municipal Building can safely say that our prospectors, at Kirkland Lake on Monday and miners, engineers and executives in the Tuesday last week was welcomed by | North, due to their efficiency, courage

convention with the key of the city. year resulted in the following: Presi- try who become good citizens, and who dent, Chief Secord Robinson of Kapus- are not influenced by propaganda by kasing: First Vice-President, A. M. their countrymen who come here to Douglas, New Liskeard; Second Vice- cause trouble and to disobey our laws. President, Chief Marcella, Haileybury; People who come to Canada to make Secretary-Treasurer, Mr. Fred Thomp- trouble will receive a great deal of atson. New Liskeard. The executive con- tention from me," he stated. "until they sisted of William Gardiner, Cochrane; learn to become good citizens." In rethe rounds. The police will then in- Chief Brady, North Bay; M. G. Hans- marking on the Department of Labour, vestigate that peddler, which action is man, New Liskeard; H. Parker, Kirk- he said it might be better known as land Lake; S. Mallin, Swastika; J. Le- the department of human relations, mey, Haileybury; Mr. Tibeault, Rouyn; He stated that some provinces in Can-Ted Desrosiers, Noranda; William Far- ada have probably made more progress ren, South Porcupine; F. Wilson, Ka- in this direction than any country in puskasing; George McKelvie, H. C. and the world. No country is entitled to

Chief of Detective Smith then pro- P. Heaton, Ontario Fire Marshal, gave ceeds to take up a few of the rackets his address, in which he stated that recently worked. Among other things Ontario is holding its own with regard to fire losses. Last year he stated that The prescription racket is one of the Quebec had 15,500 fires with a loss of Conference Canada gave leadership to new set-ups. It is usually presented by \$15,000.00. He stated that fire losses sending his greetings and good wishes from the Central District that we ask a woman, who appears apparently much have been getting smaller every year. leadership to the world. The depresexcited, to tell a woeful stale ending In 1932 the average loss was \$1,700, in then had reports of relief from the tax for the Women's Institutes. Dur- with her unsuccessful attempt at sui- 1924 it was \$1,500, until at the present districts after which a discussion was ing the discussion it was suggested that cide by taking poison. She is penni- it is only \$1,000. The greatest loss durled by Miss Powell on the best way of we ask to have more British films less and now, regretful of her act, wants ing the last ten years is in our dwellonly the price of an antidote at the ings with mercantile stores next, then Gordon. "Mr. Thompson then gave an ad- corner drug store. The act usually farmers' barns, factories, churches, schools and hospitals and lumber in the

Mr. Heaton stated that natural igni-

Acting Mayor Walters invited the firemen to New Liskeard next year, which of a little harmless pleasure. In days

Budget must be arranged to see that | they seem to do as well as usual.

ample funds are set aside for the supplying of firefighting equipment to the various fire brigades. "When I travel about, and hear other parts of Canada boasting about their ridings, I can be excused if I boast a bit about my riding, which represents three of the greatest industries in Canada, namely, lumbering, agriculture and mining," he stated. "If a person needs a tonic," he Reeve Hunt of Kirkland Lake, who and locality, are a source of great grapresented President J. C. Page and the tification to me."

"It is a source of great gratification Election of officers for the coming to me to see people come into our counthose who are thrifty in favour of Following the election of officers E. those who have become shiftless. "It is gratifying to me to know that we are meeting the present economical burden and are slowly coming out of the depression. During the recent Economic the Empire and the Empire is giving sicn will not end overnight, but out of this depression will emerge men of all stripes who will offer leadership to other countries of the world," said Mr.

Perth Expositor:-The Cornwall Standard-Freeholder wonders how contractors get along these days without fronts, in the process of construction or Chief Thompson of New Liskeard and remodelling, must be enclosed by boarding and thereby deprive many citizens gone by it was a common sight to see Hon. W. A. Gordon said that Kirk- 20 or 20 persons grouped about a store land Lake might have been completely front when such work was in progress, wiped out in the spring if it were not keenly interested in the activities of the for two reason: First, the efficiency masons and carpenters and offering of the local brigade; and, secondly, all kinds of free advice. It may be citizens, who helped to stamp down the tractors get along these days without

To Every Business Woman \$50 a Month for Life!

she may secure independence in later life. | conditions. The need . . . the ambition, to enjoy A guaranteed, continuous income banretirement free from want and depen- ishing all thought of future care . . . all

power will hold no terrors for you if you safest, surest plan for building a permanmake certain of the following:

A monthly income as long as you live, coupon NOW for full information.

Every woman who is earning her own | free from risk of investment loss and living should provide a surplus so that unaffected by business or any other

dence means that a woman must save worry, all fear, all chance of being in and invest wisely during her earning that dependent class which is now the lot of so many women in later life.

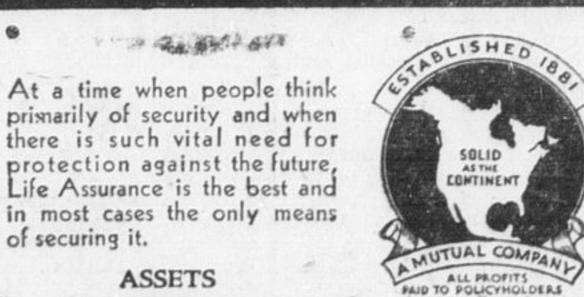
Advancing age and declining earning | The Confederation Life plan is the ent income. You can face the future with Every month of every year a Confed- serene confidence if you decide NOW eration Life Association Cheque in the not to leave the matter to chance, but to mail for a definite, non-fluctuating avail yourself of the certainty provided by a monthly cheque for \$50. Mail the

Confederation Life Association Toronto, Canada

Without obligation, send me full information of your plan to provide "\$50 a

Month . . . to Every Business Woman." Name (Mrs. or Miss).

SOLID AS THE CONTINENT



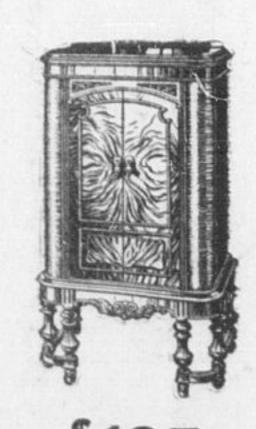
\$46,855,113

The North American Life, a purely mutual company, returns all profits to policyholders and has \$118 for every \$100 liabilities. It is one of the strongest financial institutions on the Continent.

> SURPLUS \$7,007,959



Amazing VALUE



103

of only 30 Oxo Cube Red Wranners OXO Limited Sr Peter Street Montreal

Season's Greatest RADIO RECEIVERS

at New Low Prices

Nothing like these outstanding values has ever before been offered. You can give your home the finest of modern radio receivers at a price hitherto considered impossible. Models priced from \$65 to \$189 incorporating all the newest developments in Radio engineering. Get a new conception of the beauty of radio entertainment with one of these de luxe receivers. Pay only 10% down. Balance spread over 12 months.

Canada Northern Power Limited Corporation

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