

Trans-Canada Road Ready Next Year

Unexpected Progress in Construction Referred to by Hon. Wm. Finlayson at Port Arthur This Week. One Section Deferred.

There should be very general interest in one despatch this week from Port Arthur. This is so for several reasons. Among these reasons is the fact that the despatch refers to the unexpected progress met with in the construction of the Trans-Canada highway. Hon. Wm. Finlayson suggests that a great part of the highway will be completed next year and that then it will be possible to travel from one coast of Canada to the other by automobile without using foreign soil, something not possible to-day. It is true that a small part of the trip would need to be accomplished by use of a ferry, but for a time that should not detract from the interest. Another point in the despatch worthy of consideration, is the reference to the "rough rocky area" where road-building is deferred for lack of equipment for the work at the present. Although this despatch is written from the standpoint of favouring the rocky route by the North shore of Lake Superior, there is surely enough of the difficulty and expense of such a route evidenced in the guarded words of the despatch to make the people in general insist on a less costly and more useful route for the completion of the highway. The route by way of the Ferguson highway and west from Cochrane and Hearst seems the only logical route for the spanning of the section in Northern Ontario.

According to the despatch referred to as coming this week from Port Arthur Canada will probably have a coast-to-coast motor highway by this time next year if the present plans of the Ontario Government work out. It will involve the use of lake steamers to bridge one gap of some 300 miles, but, while the long-mooted Trans-Canada highway will not be an actuality, it will be possible for a motorist to travel from Halifax to Vancouver without leaving Canadian territory.

Some 1,300 miles, or one-third of the whole length of the Trans-Canada highway, lies within the province of Ontario, most of it in the North, where the roads are under the jurisdiction of Hon. William Finlayson, Minister of Lands and Forests and of Northern Development, who is accompanying Premier George S. Henry on his tour of Northwestern Ontario. It was Mr. Finlayson who indicated the development to be expected next year in addressing the Chamber of Commerce at Port Arthur, and in an interview.

On the east Ontario now has a road from the Quebec boundary to Sault Ste. Marie. Then there is a gap to Nipigon, 90 miles east of Port Arthur. From Port William west the road to Kenora is partially completed, but a 40-mile stretch of heavy rock stands as a barrier to speedy completion. The stretch from Kenora west to the Manitoba boundary was opened last year at about the same time Manitoba completed its portion of the Trans-Canada from Winnipeg eastward. From Winnipeg to the coast and from Quebec to the Maritimes through roads are open.

The Government has high hopes of being able to complete the stretch between Fort William and Kenora early next year, Mr. Finlayson said. Assurance has been given, he stated, that if this is done, a leading steamship line will give low rates for transporting motor cars from Sault Ste. Marie to the Head of the Lakes, about 300 miles. This, Mr. Finlayson believes, would enhance rather than detract from the attractions of trans-Canada motor travel, as the boat trip could be made overnight, and would not only offer a pleasant interlude to a long motor ride but would also enable the traveller to save time by sleeping a night on board ship while he and his car was carried toward their destination.

The territory between Port Arthur and the existing road system in the eastern section of Northern Ontario is a rough, rocky area, and presented grave difficulties to road-builders. It is unlikely the Government will be able to afford to build that piece for some years. Furthermore, the route of the Trans-Canada highway along this section has not yet been officially decided, and the claims of Sault Ste. Marie and other southern communities to the route are in direct opposition to those who back a more northerly route. Work is now in progress on the Port William-Kenora section, and several road camps are established there. The difficult rocky stretches cannot be built with the equipment and help the Government has available in its highway relief camps, and when the easy stretches have been built, Mr. Finlayson said, he intends to ask for authority to build the rocky parts by contract.

WOOD PULP EXPORTS AND LUMBER EXPORTS INCREASE

The current issue of The National Revenue Review gives the latest figures available in regard to wood pulp and lumber exports and from these figures it is shown that there is notable increase in the exports of both lumber and wood pulp from Canada.

The export of wood pulp and screenings in May, 1933, was valued at \$1,693,621 compared with \$1,282,039 in April and \$1,381,025 in May, 1932. The amount to the United States was \$1,304,310 and to the United Kingdom \$206,215.

The export of planks and boards advanced in May, 1933, the value being \$1,242,659 compared with \$536,998 in April and \$1,174,888 in May, 1932. The total to the United States was \$489,229 and to the United Kingdom \$454,638. There was a heavy increase in Douglas Fir square timber also, the total being \$114,525 against \$41,987 in April and \$74,928 in May, 1932. Most of it went to the United Kingdom and large quantities to Australia and Japan.

HOUSE-BREAKERS DO MUCH DAMAGE IN HOUSE IN TOWN

Jas. Filiier, who has a house on Pine street, south, just across the railway track, and barely out of the town limits, had an unfortunate experience this week. He had been getting the furniture and equipment in shape to take up residence in the house this week, visiting the house each day or in the evening. Sunday he had everything in readiness to occupy the house, even the curtains being put up to the windows. Then either Sunday night or Monday morning some one broke into the place by cutting through the screen and forcing the window open, knocking down the curtains as entry was made to the house. Then the house-breakers made a sad mess of the house. Furniture was thrown around, drawers were opened and the contents scattered over the room. Trunks were forced open and keepsakes that Mr. Filiier has kept for many years were tossed here and there about the place. Even the pictures were flung down from the walls. It looked as if someone was trying to see how disorderly they could make the place and how much they could damage the contents. A check-up suggested that only a couple of small articles had been taken. It would appear that the upheaval of the place had been carried on in the hopes of finding some money around or some valuables that might attract the fancy of the thieves concerned. Mr. Filiier is satisfied that there was more than one concerned in the entering of the place and the damage done. He does not see how one person alone could do so much useless and senseless damage. If the mean damage and disorder caused was the work of boys, the lads guilty need attention. If it was done by adults, there are a couple of men who want their heads examined.

World Jewry Usher in the New Year 5694

Local Member of Jewish Community Says Strongest Religious Feeling and National Devotion Come from Scrowns of Persecution.

The following article by Bernard Sky is in reference to the Jewish New Year, the commencement of which is being observed this week in Timmins, as well as generally throughout the world:—

(By Bernard Sky)

Last Wednesday with the sundown the Jews of Timmins and district have gathered as did their brethren the world over to meet and solemnize "Rosh Hashanah," the new year, 5694, Anno Mundi, which to them is fraught with tragic significance and sorrow. In other years the children of Israel have become lax in observing the traditional holidays of their ancestors, "Rosh Hashanah" of 1933 has inspired a wave of renewed religious spirit. An intense feeling of national devotion has swept the indifferent and the wayward back to the folds. The Synagogues and every available place of worship are filled with earnestly-praying Jews, their "Schema Israel" resounds with the old time ardour and cry of their forefathers who turned to "Jehova" for succour in time of distress. For at no time in its history has a greater calamity befallen the suffering race. At no time has persecution inflicted on them with more calculating cruelty and lack of mercy or compassion than the inquisition practised by the Hitler government.

Over half a million Jews have in one year been reduced to virtual serfdom,—deprived of moral and political rights as citizens—driven out of honourable professions, and deprived of means of earning a livelihood. Worse yet the poison of bigotry is being spread in other lands where Nazi propaganda seeks to unleash anti-Semitic black forces of hate and greed. And the scattered children of Israel, grief-stricken, in forlorn despair, pray again for a delivering Messiah, search again the parchments of the holy Torah for a message "Jehova" might heed since their faith in humanity is being sorely taxed with the centuries of injustice and oppression.

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Advertising Should be Increased at the Present

(From Amherstburg Echo)

Merchants who believe that in times of depression advertising should be cut out altogether should be interested in recent reports from many of the larger manufacturers in Canada that increases are being made in advertising appropriations. In hard times the consumer is shopping around for best bargains in all lines of goods and to sell his product the manufacturer or the merchant must get his message across to the public. A survey has shown that newspapers are the favourite medium of the advertiser because of their reader interest. Local newspapers are accorded the preference because everything they carry is of interest to the community and is read by everyone even if they do not all subscribe to the paper. A common expression to-day is "What's the news?" proving that everyone is curious as to the current events. The demand for news cannot but have a desirable effect on the advertising that appears with the news. People have to be constantly reminded that you are in business for "what is news today is forgotten to-morrow" applies to advertising as well as news. Buyers forget if they are not constantly reminded that you have something to sell. A well-planned advertising campaign will remind readers that you are in business and desire their patronage.

Geo. McNamara, of Toronto, one of the heads of the firm of the McNamara Construction Company, is a visitor to Timmins this week. He is being greeted by many old friends of the days of the great war and of the days of that other great war, hockey.



We Thank You.

Timmins certainly proved that it has the neighbourly spirit. So many of you came to welcome us on opening day and said so many kind things about our store that we feel very happy. Like most newcomers to a community we want to be liked... and we're going to put ourselves out to give you the BEST merchandise obtainable at all times... and keep PRICES

LOW so you won't have any trouble keeping within the family budget.

We hope you'll always remember that we're your friends as well as your servants... and come often to shop at A. & P. WHERE ECONOMY RULES

These Prices Good Thursday, Friday and Saturday, September 21st, 22nd and 23rd

Genuine Soft Meated Spring

LAMB LEGS lb. 18^c

Loins lb. 14^c Fronts lb. 8^c

Our Own Iona

Cocoa 2 lb. Tin 25^c

Old Towne

Pickles Sweet Mixed 36-oz. Jar 25^c

Save the Wrappers

Comfort LAUNDRY SOAP 10 BARS 31^c

Gold Arrow

Peanut Butter 32-oz. bottle 25^c

Silverwood Pasteurized Creamery

Butter lb. 22^c

Our Own Finest Sunnyfield Pasteurized Creamery lb. 23^c

Fancy Quality

Crabmeat No. 1/2 Tin 31^c

Our Own Encore

Sandwich Spread 8 1/2-oz. Jar 17^c

Smoked Back

Bacon BY THE PIECE lb. 23^c SLICED lb. 25^c

Breakfast BACON sliced, 2 half pound pkgs. 19^c

Made Fresh Daily—Our Own Breakfast

Sausage SMALL LINKS 2 LBS. 29^c

Fresh Atlantic

Sea Herring lb. 12^c

Fresh Yellow Tail

Flounders lb. 15^c

Smoked

Finnan Haddie lb. 12^c

Boiling Fowl lb. 22^c

Chickens lb. 29^c

CHOICE

Young Duck lb. 28^c

A & P Quality BEEF

ROASTS

Prime Rib lb. 15^c

Blade lb. 10^c

Short Rib lb. 11^c

Shoulder lb. 8^c

Sirloin lb. 17^c

Classic Cleanser 4 tins 17^c

Aylmer Orange

Marmalade 32 oz. jar 25^c

Aylmer Choice Quality

Peas (No. 4 sieve) 3 No. 2 tins 29^c

Catelli Cooked

Spaghetti 2 33 oz. tins 29^c

Campbell's Tomato

Soup 3 tins 23^c

Gilt Edge Bread

FLOUR

98 lb. bag \$2.59

24 lb. bag 64^c

A & P World Famous COFFEES

BOKAR VIGOROUS AND WINEY lb. 35^c

RED CIRCLE RICH AND FULL-BODIED lb. 25^c

8 O'CLOCK RICH AND MELLOW lb. 29^c

Oranges Medium Size 2 dozen for 49^c

Onions 9 lbs. 19^c

COOKING

Apples in shopping bags 7 lbs. for 25^c

A & P FOOD STORES

THE ATLANTIC & PACIFIC CO. LIMITED OF CANADA