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Better Rural Life the True Remedy for Present Crisis

Striking Address by Georges Bouchard, M.P., at Annual Farmers' Day Banquet at Cochrane. "The Greatest Social Evil is the Lack of Co-operation Between the Different Classes." Two Civilizations Needed, One Rural, One Urban.

The annual Farmers' Day banquet at Cochrane has become a notable event. It has created a bond and an understanding between business and the farm in the Cochrane district that has been of advantage to both. This year's banquet was particularly valuable on account of the inspiring and instructive address by Georges Bouchard, M.P. This address should prove of value as well as deep interest to all. The Advance urges it to the attention of thoughtful readers. The Advance also expresses thanks to "J.A.C." the friend at Cochrane kindly providing the following helpful and inspiring report of the Farmers' Day banquet at Cochrane this year:—

Farmers Achievement Day at Cochrane.

The annual Farmers' Day banquet tendered by the business and professional men of Cochrane was held at the Orange hall, under the chairmanship of Mr. E. B. Booth, president of the Cochrane Agricultural Society.

At the head table were Mayor R. M. Smith, His Honour Judge J. B. T. Caron, Georges Bouchard, M.P., Professor at the Agricultural College of Ste. Anne de la Pocatiere, P.Q., Joseph Braddette, B.A., M.P., A. V. Watters, M.P.P., Neil McPhee, president of the Plowmen's Association of Cochrane, Daniel Pomerleau, Agricultural Representative, and A. Belzile, assistant superintendent of the Experimental Farm at Kapuskasing.

The hall was filled with farmers, business and professional men, while a few ladies heightened the occasion by their presence.

Mayor Smith welcomed the farmers and the visitors. The farmers were welcome every day in Cochrane. The present municipal council, he said, had been described as composed of an undertaker and six pallbearers, but there was no intention of burying the town, but rather of resurrecting it.

Mr. Geo. Smith, on behalf of Mr. A. J. H. Eckardt, of Toronto, the well-known benefactor of agriculture, presented the annual Eckardt trophy, consisting of a silver tea service with tray, to Mr. Gordon Cook, for the highest points attained at the Cochrane Fall Fair. Mr. Jack Williams received the second prize, a silver sugar and cream set with tray, also donated by Mr. Eckardt. Mr. Tom Moore was the recipient of the prize to the Plowmen's Association, another splendid silver tea service generously contributed by Mr. Eckardt, while Mr. P. Lavasseur obtained the silver tea service presented by the Robert Simpson Co. Ltd., as first prize in the professional class for plowmen.

The audience was regaled with a humorous lecture by Dr. Piffle, F.O.B., impersonated by the well-known entertainer, Mr. E. A. Lavery, Traveling Freight Agent of the C.N.R. at North Bay.

Mr. Joseph Braddette, M.P. for Cochrane, in a few chosen words, then very felicitously, in both English and French, introduced the main speaker, his colleague at Ottawa, Mr. Georges Bouchard, M.P. for Kamouraska, an eminent professor of agriculture, a well-known writer of Quebec folk-lore, and a member of parliament who had never yet made a political speech in the House, although he was listened to when he spoke there on agriculture, of that topic so dear to him.

Mr. Braddette explained to Mr. Bouchard that he had before him a mixed audience of descendants of United Empire Loyalist and Quebec pioneers, interspersed with good European farming stock, all united to make a greater and better Northern Ontario.

Mr. Bouchard spoke also in French and English on that subject so dear and so near to his heart, "Rural Life."

The Hon. Minister of Agriculture of Quebec had asked him to greet the Ontario lovers of the soil who possess, like the Quebecers, a common spirit devoted to the rebuilding of Canada. Such a mixed meeting of business men and farmers is really comforting, and if the whole nation were organized along the lines of this meeting, there would no longer be a crisis, because we would understand each other. This is an example to be brought back to Quebec. The farmers are to be congratulated; their wives create the home, while the men create the scenery, continuing the work of three centuries in Canada. In this time of depression, it is towards mother earth that the city unemployed turn hungry eyes!

If the get-together spirit which animates this meeting could spread throughout Canada, the crisis would be solved. Like the builders of the Tower of Babel we are paralysed by a confusion of languages. We have plenty of material, warehouses full of food, and plenty of workless and jobless men. The greatest social evil is the lack of connection between the different classes. The professional and business men speak one language, and the farmer, another. There are too few occasions such as this to bring them together. The city with its industrial turmoil hears but too feebly the voice from the furrows.

Our population is over-urbanized, over-industrialized; it is all dollars and cents. A farmer like myself, living, as I am told, "two weeks below Quebec," rooted to the same soil by ten generations of farmers, I am perhaps a little old-fashioned. Quebec has the largest proportion of spinning wheels and the smallest of steering wheels. We are traditional farmers and are said to be a century behind the times, but in handicraft we are a century ahead, because

it will take a half century to revive it here.

The present crisis has put the farmers in evidence. From coast to coast, the depression is just a newspaper word for the true farmer who has built a real home with peace and contentment; a workshop for the woman, a resting place for the man; where the owner has not broken with farming tradition and gone into debt. We have departed too quickly from a rural civilization. Nations which have it are better off. England is reverting to the lost rural tradition. In Central Europe one is amazed at the artistic development and the happiness of the peasant. Some are afraid to revert to the peasant class. In the United States they say it would be slavery, but it would not be slavery to the mortgage companies as obtains with our neighbours.

To reach the goal and solve the crisis we must help each other to develop a rural civilization really worth while, which cannot be reached so long as only the city man is considered clever. We must build two distinct civilizations, one rural, the other, urban; both co-operating to the one end and without distrust of each other. The city must realize that the agricultural district is basic. The city is drawing people from the country against its own advantage. An urban-minded farmer is unhappy while the rural-minded farmer is happy. When farm boys are brought up with the idea that city motor-owners are fortunate, trouble is brewing. Happiness is really very far from the city motor-owner.

A school system more adapted to rural requirements is needed. Farmers' boys must be told the truth and made to realize what they lose when they leave the farm.

The banking system also should be more adapted to rural requirements and not merely be an institution that gives you 2 1/2 p.c. on what you put in and charge you 8 p.c. on what you take out.

The back to the land movement, as presently operated, does not seem to give proper results. It is the two pounds of cure after neglecting the ounce of prevention. It is admittedly an expiatory formula. It is not so much the hands that must return to the land, as the heads and the hearts. Land should be taken back with pride, not as relief. We should be proud of farming, as were our forebears, as you are here.

The present crisis will be helpful, if it really sets us thinking more nationally.

The problem of unemployment is one of overflow to the cities with all their ailments. Recently all influence revolved around the big social centres. We must educate the farmer's boys to establish themselves firmly on the land; they must be educated to elect to stay on the farm of their own free will. It may take five or ten years, but the cure will be forever and better than returning city people to the land that farmers' boys are continuing to abandon.

It is not a question of enlarging the farming land, but of enlarging the farming population. The farm never refuses bread to its lovers.

Here are the potentialities. To doubt the future is to doubt the ingenuity of our leading men. If those of our social class see only brothers in those of another class, then our problems are near a solution.

The hall rang with applause as Mr. Bouchard sat down after the masterful delivery of his splendid address.

Mr. A. V. Watters, when called upon at a late hour, stated that the essentials of a speech were wit, wisdom and brevity. Dr. Piffle had supplied the wit; Mr. Bouchard, the wisdom, and he would furnish the brevity. He expressed his sincere appreciation of the thought-provoking address of Mr. Bouchard. It was a revelation. No quick panacea to our troubles was suggested by the professor, but he had certainly laid bare the heart of the problem and shown that a change of spirit was necessary.

Mr. Dan Pomerleau, Agricultural Representative of the district, to whose efforts is due the visit of Mr. Bouchard, his former professor, rendered thanks to the ladies who prepared the tasty repast and to the donors of the town whose contributions made it possible.

SOME OF THE DATES OF THE HOLIDAYS IN THIS YEAR

The chief holidays for 1934 are given as follows, omitting New Year's Day, already passed—

Good Friday, March 30.

Easter Monday, April 2nd.

Victoria Day, Thursday, May 24th.

Dominion Day, Sunday, July 1st (will be observed Monday, July 2nd).

Civic Holiday (fairly general throughout the country now) Monday, Aug. 6th.

Labour Day, Monday, Sept. 3rd.

Thanksgiving Day (likely to be issued later by proclamation).

Remembrance Day (Armistice Day), Sunday, Nov. 11th (will also be observed on Monday, Nov. 12th).

Christmas Day, Tuesday, Dec. 25th.

It will be noted that February is the only month in the year which does not have a holiday of practically national type this year.

Sudbury Star:—Record is claimed for baby born at Philadelphia weighing 2 lbs. 3 ozs. At Christmas, however, a Toronto lady presented her husband with one lighter.

Roving Reporter Talks of Recent Spell of Weather

Speaking of the recent cold weather, the "Roving Reporter" of The Northern News has the following to say last week:—Unless there's an early spring in store for the North a few short months hence the winter of 1933-34 is likely to be one that present day citizens—the oldtimers of the future—can look back upon in the years to come and dilate upon the manner in which the mercury was hammered down—and kept down—to a distant sub-zero point from the longest continued period of cold weather in the memory of present day folk. The expression "I remember when" is certain to be associated with that memorable week following the advent of Christmas Day, 1933, when it wasn't any too comfortable to stay outdoors long and fuel bills soared to unexpected heights in attempts to keep homes decently livable. Blazing fires failed to keep out the chill; consequently when New Year's came around in the natural course of events the January thaw which took the place of the sub-zero wave was welcomed with open arms by everybody. It wasn't that the end of 1933 was so bitterly cold; it was more the fact that it was consistently cold, for before Christmas the hardy citizens of the North had put up with some pretty rough treatment on the part of the weather man and they were hardly prepared for the continuation of the cold wave that broke into the picture around Christmas Day and stuck around like an alley cat that comes back to the door as often as it is driven away.

Of course stories of the Christmastide holiday period were exaggerated by some of our best citizens. But could you blame them? No two thermometers in the community registered alike. Where one weather-recorder of the hardy outdoor type revealed the presence of the mercury at around 50 below, which is pretty cold, another, not 100 yards away, blatantly insisted that it wasn't so very cold after all—just a mere 40 or so below zero. Swastika, once the metropolis of Teek Township, usually reported more cold than Kirkland—a fact that isn't at all surprising. There are about 15,000 people living in Kirkland to-day and the natural heat from that many persons ordinarily would be sufficient to jump the temperature a few degrees, at any rate, to say nothing of the presence of about 2,000 chimneys, more or less, belching hot air up into the atmosphere. And buildings, too, accumulate a certain amount of heat during the day time and probably give off some at night. So taking it all around there are good reasons for the belief that Swastika is a colder spot than Kirkland Lake and if our fellow citizens of Swastika want to take pride in a claim of this sort it's unlikely that any citizen of Kirkland Lake is going to dispute it. However, thermometers can differ at Swastika, too. And on the coldest morning of 1933—Friday, December 29—reports reached Kirkland Lake that it was 58 below in Swastika at such and such an hour in the morning—at 6:30 to be exact—while from Round Lake came a report that the mercury had sunk to 60 below, and to the kind of weather



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Depending on Newspaper Advertising for Progress

On a radio telephone hook-up from St. Petersburg, Florida, reaching Sydney, Australia; London, England; London, Ontario; Mexico City, Mexico; Battle Creek, Michigan and twenty-six sales offices throughout the United States, W. K. Kellogg, President of the Kellogg Company, extended New Year's greetings to members of the Kellogg Sales Organization at home and abroad, at the same time reviewing conditions throughout the past year and outlining plans for the future. The founder and president of the world's largest manufacturers of ready-to-eat cereals, stated that 1933 had proved an extraordinarily good year for the company and that he expected conditions to improve. "The Kellogg Company, Mr. Kellogg stated, are employing more people, spending more money and working harder for business than at any other period in our history."

Touching on plans for 1934, Mr. Kellogg said that the company's promotional budget for the year ahead was larger than ever before and that the newspaper advertising alone would reach a new high mark in both scope and intensity.

North Bay Nugget:—The office weather prophet says it's going to stay mild—until it turns colder.



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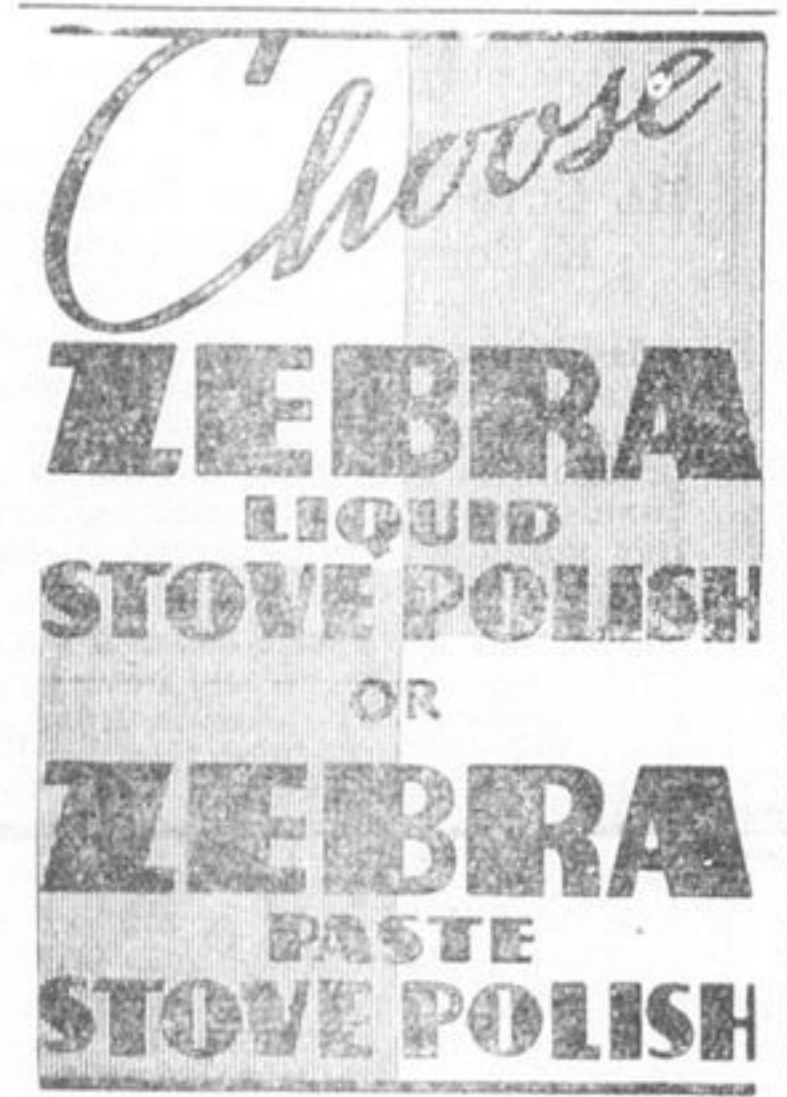
BUILDERS' SUPPLIES

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AMONG THE NEW STARS IN THE MINING GALAXY TO-DAY

"Gold," the magazine of the North, has a full page feature entitled, "New Stars in the Mining Galaxy." The page shows many stars, as it should. The larger stars have their names printed on their face. Among these stars whose size and brilliance give them special prominence are:—Young Davidson (the Hollinger property in Matachewan) and Buffalo Ankerite in the Porcupine. Both these are indicated as producers with a brilliant future. In this feature of "Gold" it may be noted that the big producing mines are not shown in the sky pictures. The reason for this no doubt is that "Gold" considers them as planets or worlds in themselves, known and established, and so not to be pictured among the new constellations discovered in more recent days. It is not too much to suggest that if "Gold" runs a similar feature in a year or two many of the stars pictured in this year's picture will also be established as known planets of importance.

Sudbury Star:—A mysterious knocking sound has been reported lately in Old London's famous law courts. As explanations are eagerly being sought, we venture the suggestion that the sound is merely some poor prisoner taking the rap.



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Three Freed in Sudbury Relief Fraud Charges

Three were acquitted at Sudbury last week on 18 charges in connection with the relief investigation in that city; four were committed for trial on 113 charges.

Those acquitted are S. J. Witchel and L. Witchel, who were charged jointly with one charge each of fraud, conspiracy to defraud, and uttering forged documents, and Max Schwartz, charged with five counts each of fraud, conspiracy to defraud and uttering forged documents. Each of these three accused were tried on one charge only, the Crown withdrawing the others when they were acquitted on the one.

Wilfred Quesnel, former relief office clerk, was committed for trial on 37 charges of forgery, 10 charges on conspiring with J. Steinberg of defraud, and nine charges of conspiring with R. Zamonsky to defraud.

Jack Steinberg was committed on 10 charges of fraud, 10 of conspiring and 10 of uttering forged documents.

Ralph Zamonsky was committed on nine charges of fraud, nine charges of conspiring and nine charges of uttering forged documents.

Isadore Goldstein was committed for trial on 15 charges of fraud, 15 charges of false pretences and 15 charges of uttering forged documents.

There were 54 witnesses called in the above cases; though only 19 were heard. The evidence produced by the Crown seemed to suggest that Quesnell was considered the chief figure in the alleged frauds. In one case against Steinberg it was alleged that the supposed recipient of relief had been dead three months. In other cases it was claimed no goods were delivered, though invoices were issued.

St. Mary's Journal Argus:—There never was a time when as many peddlers and hawkers were plying their trade in St. Marys as there are these days. Housewives are pestered every day of the week by sellers of shoe laces, pencils, combs and other useless truck, to say nothing of larger and more expensive lines of merchandise. It would be a good thing if the police were instructed to check-up on some of these nuisances and see if that would not put an end to their activities.

"They Grew with New Ontario" MINING • GOLD • SILVER • NICKEL PAPER • PULPWOOD • LUMBER • RAILROAD RIGHT OF WAY CONSTRUCTION AND MAINTENANCE



SPECTACULAR development of natural resource has made the name of New Ontario a synonym for enterprise and achievement. The growth and expansion of its

nickel industry, of its gold and silver and copper mining activities, have won world recognition. Its lumber industries, its pulp and paper mills, its gigantic power developments, the railways that serve its daily life—all these are vital factors in the forward march of Ontario's great Northland.

Side by side with this expansion has grown activity in agriculture and in the wholesale and retail stores that serve the community.

Man must be served. When enterprise began to fashion New Ontario's future, families moved in. The homesteader came, farms dotted themselves across the North—sources of supply for lumber and agricultural produce. A local market was developed and the merchant came to cater to the domestic and industrial needs of his community, to provide the supplies which, in the early days, had to be shipped into the North from faraway points.

New Ontario's growth in agriculture and mercantile activity is not ephemeral. It is based upon solid foundations, an integral part of the expansion which characterizes this land of youthful vigor and great achievement.

To-day New Ontario from a food distribution standpoint is a compact entity, served by the local agriculturist, retail merchant, warehouses and offices of the Crawley & McCracken Company located at strategic points, the wholesale grocery establishments of Gamble Robinson Company, National Grocers Limited, Western Grocers, the northern warehouse of Canada Packers, Swift Canadian Co., Cochrane Hardware Co., and other wholesale and retail organizations in this enterprising and progressive Northland.



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