

The Owl Family is doing it!

A WISE OLD OWL sat on an oak; The more he saw, the less he spoke; The less he spoke, the more he heard; Just take a tip from this wise old bird:

5¢ WHITE OWL CIGARS

Britain Follows the Parliamentary Way

Old Land Method is to Trust to Democratic Government to Remedy Economic and Industrial Ills.

A thoughtful reader of The Advance has directed attention to a recent editorial in the weekly edition of The London Times of recent date, the editorial having the title of "The Parliamentary Way." The editorial seems to be particularly timely at the present moment, in view of discussions on democratic forms of government as contrasted with the dictator type now prevailing in a majority of the larger countries of the world.

Makes Record in Work in Industrial Department



C. H. Maskery, Superintendent of the local Industrial Branch of the London Life, has established a brilliant record both as a personal producer and in his capacity as superintendent.

There is no question about this being the real British way, but The Times is only following its traditional policy of faithfulness to true democratic government by pointing out the necessity for guarding parliamentary institutions rather than taking them too much for granted.

The following is The Times editorial in full:—"The interecine party battles, indistinguishable from civil war, which have blazed up in Austria and committed it to ruthless and lamentable bloodshed are not without their lesson for this country."

alone they will survive automatically or without response to the perils of a new age. Other countries, in which parliaments for all practical purposes have disappeared, once loved and fought for the very institutions that they have now overturned.

"There is every reason to believe that this country can and must give its own answer in its own way to its new problems, and that the answer can and should comprise the continued genuine use of parliament. As Mr. Baldwin pointed out, we cannot, even if we would, 'move at the same pace in economic experiments' as other countries which, at a pinch, can feed themselves and he might have added the other striking difference that we had already moved far before some countries had started to move at all.

It has also produced an economic policy based upon the clear principle that though it is no business of the State to run industries, it is the business of industries to run themselves and the duty of the State to make possible efficient self-government in industry. The principle can be seen working in agriculture, coal, cotton, iron and steel, and shipping; and its practical application consists in the offer of fiscal or other assistance conditionally upon reorganization being carried out by the industries assisted.

Toronto Mail and Empire.—It would be rather a neat trick to have the investigation into the radio commission broadcast on a national-wide hookup.

What You Should Know About Houses

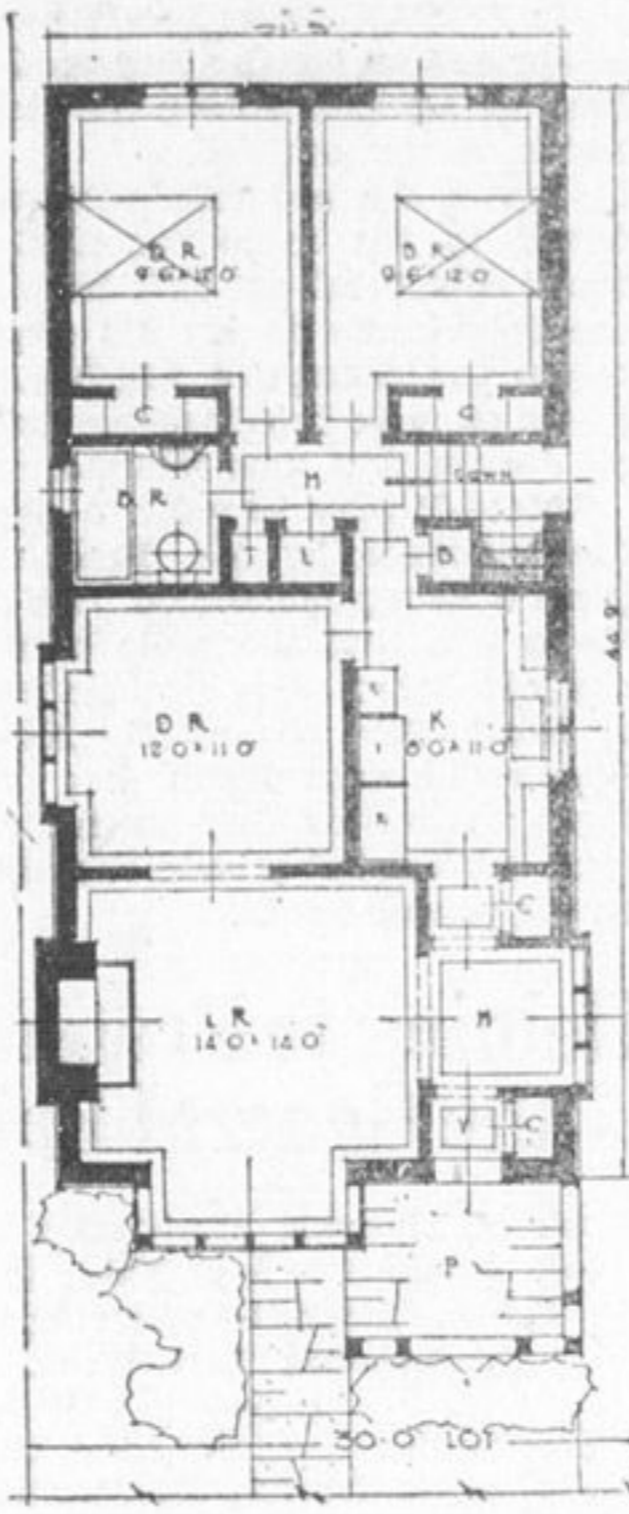
A Weekly Feature Service Supplied to The Advance by Home Builders' Service Bureau, 177 Jarvis St., Toronto 2.

Article No. 5

The following is article No. 5 in the series by the Home Builders' Service Bureau now running weekly in The Advance:—

PLANS AND SPECIFICATIONS

Preliminary plans, embodying the adjustment of the owner's requirements with the chosen type of architecture, are a wise precaution. A sketch by the architect will include the number



of rooms required, fireplaces, bookcases, cupboards, baths, showers, sleeping porches, service stairs, etc., and be a scheme from which ultimate plans may

be evolved. Materials affect design and price guides their selection.

From the rough draft an approximate cost of the new home can be estimated and any necessary change of plan (consequent upon cost, or conformity to the type of design chosen) adopted; thus avoiding misunderstandings which might otherwise occur as the project develops.

Specifications serve to interpret the drawings more explicitly and are divided into different allotments. For instance, the masonry specification describes the character of masonry material, the type of mortar and the proportions of cement, sand and gravel.

What Can Be Done with Small Space As a concrete example of good planning, the accompanying floor plans show how apartment efficiency may be obtained in a small home.

Advertisement for General Electric Radiotrons, featuring a cartoon and text: 'Personal: Joe: Have put all new tubes in your radio, so please come home.' 'SWEET MUSIC' 'WHY MEN LEAVE HOME' 'One reason is a noisy radio. Better 'phone your dealer for new G-E Radiotrons now.' 'CANADIAN GENERAL ELECTRIC Co., Limited' 'GENERAL ELECTRIC Radiotrons' 'Geo. Taylor Hardware Limited' 'Northern Distributors—Timmings' 'Phone 300 Timmings, Ont. Phone 301 COBALT COCHRANE NEW LISKEARD KIRKLAND LAKE'

Phone 300 Timmings, Ont. Phone 301 COBALT COCHRANE NEW LISKEARD KIRKLAND LAKE

SUDBURY WOMAN ASKED FOR CLOTHES FOR DEAD BODY

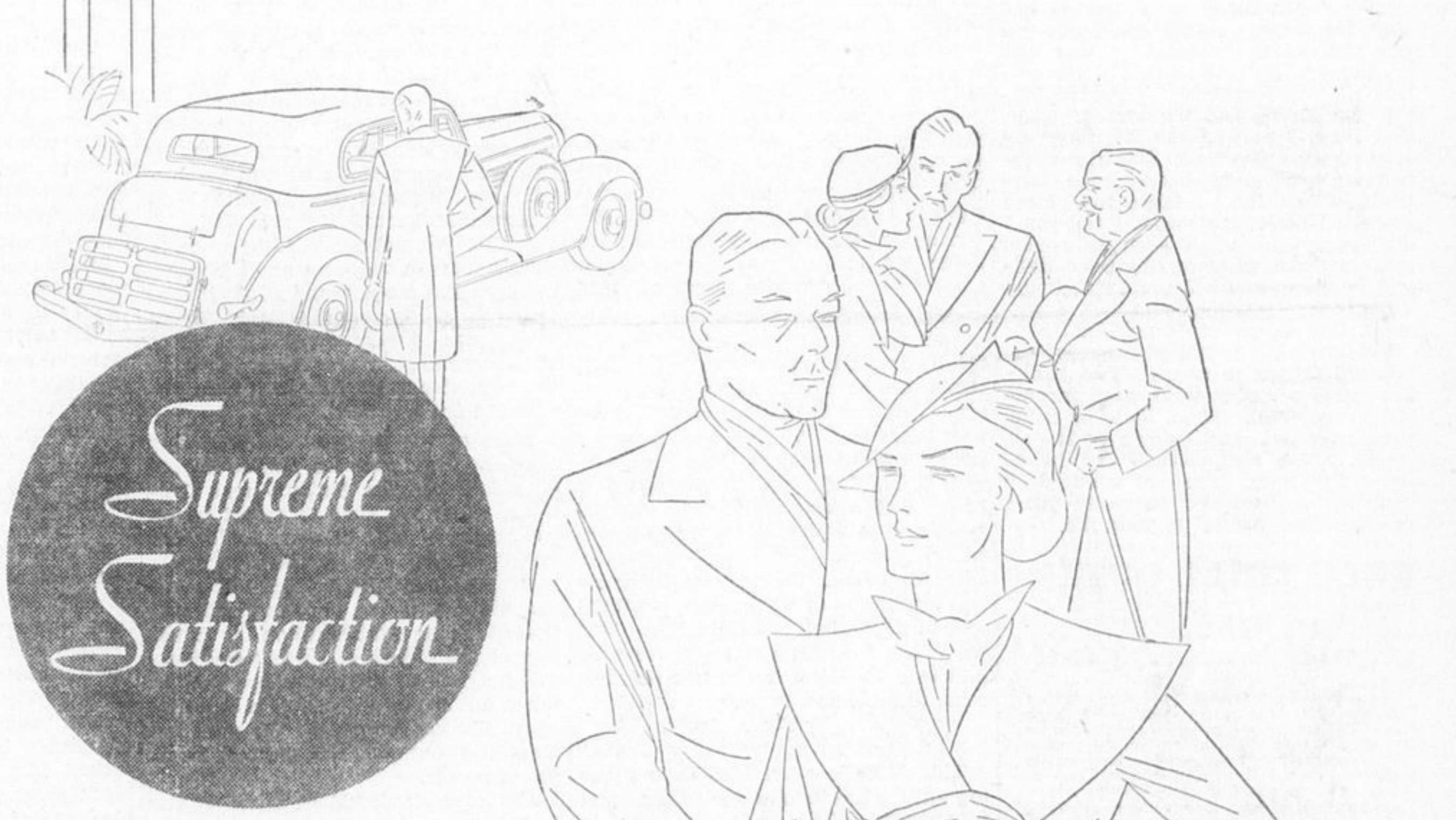
An unusual case is reported by the Sudbury relief department. Several weeks ago a woman on relief reported that she would require a layette for a body.

The Red Cross was asked to supply the need in the interim the woman was told to call again. Later she called for the layette. One of the investigators spoke up and asked her where the body was.

is unfortunately true that it is typical of some on relief, but only on the part of a few. The Advance believes that the majority on relief are anxious chiefly to get off relief. But the few who have this spent certainly make it hard for the others on relief, as well as for the general public who have to pay for relief.

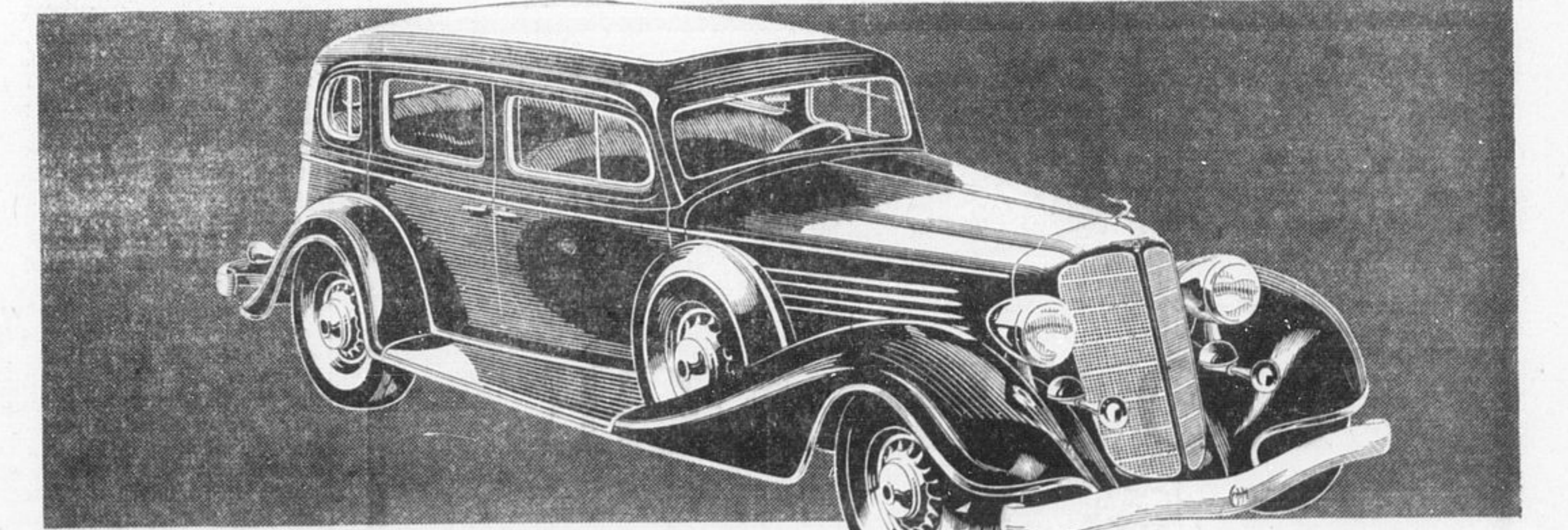
Banffshire Journal.—At the weekend a week ago Soviet prosecutors in Central Russia reported to Moscow that 98 grain officials and peasants had been shot for stealing grain. The reports were sent to Moscow by mail in view of orders to "cease reporting death sentences to Moscow telegraphically lest they unnecessarily overburden the telegraph system."

THE CAR THE WORLD RESPECTS



Supreme Satisfaction

8 OUT OF 10 OWNERS BUY AGAIN AND AGAIN



McLAUGHLIN-BUICK EIGHT for 1934

WHEN you begin to compare fine car values, you will find one car with a record to amaze you. And that car is McLaughlin-Buick.

Five times more people buy McLaughlin-Buicks than any other Eight over \$1500! And 88.9% of McLaughlin-Buick owners—nearly 9 out of 10—buy McLaughlin-Buicks again and again.

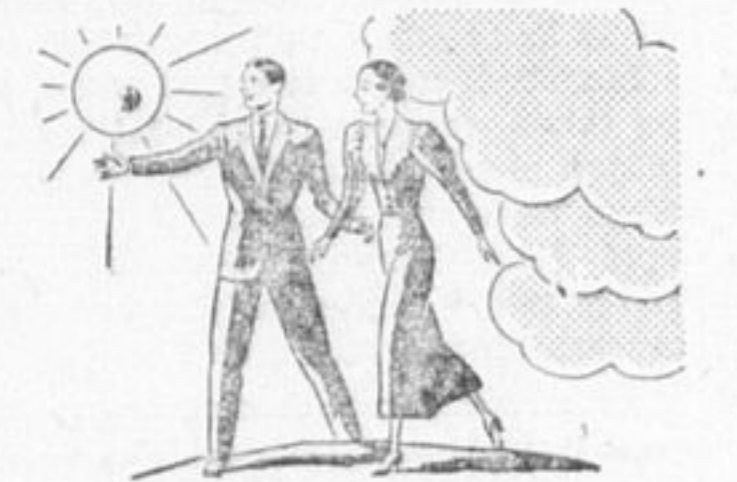
Don't these facts, alone, point directly to McLaughlin-Buick as the new car you should see and drive before any other? Yet outstanding owner loyalty and sales leadership are only part of the McLaughlin-Buick story. The rest is leadership in value. No other car in McLaughlin-Buick's price field gives

you the five-point FLOATING RIDE; with Knee-action wheels, air cushion tires, balanced weight, center-controlled steering and sway stabilizer. No other offers the safety of Vacuum-power Brakes. Or the style and wide, roomy interiors of Body by Fisher.

And that is just to mention a few of the new and better things about McLaughlin-Buick. The rest you will discover when you accept our invitation to drive the car for yourself.

Prices of the McLaughlin-Buick Eight, delivered at factory, Oshawa, Ont., fully equipped, freight and Government license only extra, begin at \$1550. Convenient G.M.A.C. terms.

Produced in Canada MARSHALL-ECCLESTONE Ltd. Timmings Ontario



Step out into the SUNSHINE

How many days of your life are lost in feeling under par? How many hours which might be bright are dull and dispirited?

Half-hearted days are frequently due to common constipation. It clouds your waking hours, takes the sunshine out of living. Yet it can be overcome so easily by eating a delicious cereal.

Laboratory tests show Kellogg's ALL-BRAN provides "bulk" and vitamin B to aid elimination. ALL-BRAN is also a fine source of iron.

The "bulk" in ALL-BRAN is much like that in leafy vegetables. Isn't this "cereal way" pleasanter than risking patent medicines?

Two tablespoons daily are usually sufficient. With each meal, in chronic cases. If not relieved this way, see your doctor.



Serve ALL-BRAN as a cereal or use in muffins, breads, omelets, etc. In the red-and-green package. At all grocers. Made by Kellogg in London, Ontario.

OH, TO BE IN ENGLAND

Comic strip panels with dialogue: 'IT'S A LONG TIME SINCE WE WERE HOME, MARY—JUST THINK, THE PRIMROSES WILL SOON BE IN BLOOM.' 'DON'T JOHN, YOU'LL MAKE ME HOMESICK. REMEMBER THAT APRIL DAY WE SPENT IN THE COUNTRY AND IT WAS SO BEAUTIFUL.' 'LOOK, MARY! THERE'S A CUNARDER SAILING ON THE 10TH AND THE RETURN PASSAGE COSTS AS LITTLE AS \$144.50 LET'S GO.' 'OH JOHN, IT WOULD BE WONDERFUL—AND AFTER ALL, IT WOULDN'T COST ANY MORE THAN THE HOLIDAY WE PLANNED HERE.' 'WE DO, IN THE MORNING—HASN'T IT BEEN A WONDERFUL VOYAGE? I'D ALMOST FORGOTTEN HOW GOOD CUNARD SERVICE IS.' 'DEAR OLD ENGLAND! I'M SO THRILLED I FEEL LIKE A SCHOOL GIRL—AND THINK OF THE LOVELY TRIP BACK, TOO.'

by Cunard



Sail CUNARD ANCHOR-DONALDSON • Sailings FRIDAYS from MONTREAL To Plymouth, Havre, London and Belfast, Liverpool, Glasgow. Third Class Ocean Rates to Great Britain: \$32.00 one way, \$144.50 return, lowest rates also in Cabin and Tourist. Book through your Local Agent or Cunard Line, 217 Bay Street, Toronto.