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GOLDEN CORN SYRUP

A GREAT ENERGY FOOD

Definite Signs of Improved Business

Sales Manager of Automobile Firms Quotes Interesting Facts and Figures to Show that Times are on the Mend.

Cherry evidence of prosperity is found in a report released last week by the Studebaker Corporation of Canada, Limited.

According to Mr. C. S. Fletcher, sales manager of the Studebaker Corporation of Canada, Limited, Studebaker shipments for the month of March just finished exceeded any single month's shipments for the previous 21 months. That this increase is a definite trend is further borne out by the fact that Studebaker entered April with more bonafide orders on hand than have been shipped for any of the past 22 months. April is predicted to be the best month, with one exception, for the last four years.

In the early part of February, shortly after the big metropolitan motor shows in Canada and the States, the Studebaker officials foresaw a huge shortage of cars in the early spring. Plans were immediately laid for greatly increased production and large commitments were released to all suppliers. The Studebaker plant has been going at top speed since that time, but despite these early preparations it has still failed to catch up with the large bank of orders now on file.

To quote Mr. Fletcher, "This remarkable increase in our business is attributed to the introduction last February of the Special Dictator series, a line of Studebaker automobiles listing at less than \$1,000 at the factory, and to the intensive advertising exploitation which has been put behind these cars. A further reason for this improvement is found in the fact that the remainder of the Studebaker line, the Deluxe Dictator Six, the Commander Eight and the President Eight, is priced below last year's models and at the same time

retains all of Studebaker's characteristic qualities."

"The last few years have brought drastic revisions in public buying methods. The great majority of people are no longer fooled by superficial appearance. They are extremely cautious about parting with the dollar and are looking keenly for value and quality in their anticipated purchase."

"To take every advantage of the great wave of buying this year which has already definitely manifested itself, we have made very comprehensive sales and advertising plans. We are working very closely with our dealers to give them every possible co-operation. We are linking this up with a programme of factory advertising which is reaching every corner of the Dominion. We have every reason to believe that Canadian commerce is definitely on the up-grade, and we feel that our product, backed up by sound merchandising plans, will enable us to be among the first to feel the effects of the strong recovery trend."

Figures reveal that the current upswing of the Studebaker sales curve is not alone confined to the Studebaker Corporation of Canada, Limited. According to reports recently released by the Studebaker Sales Corporation of America, the first six months of Studebaker's 1934 Skyway-Speedway models was the greatest of all corresponding six-month periods since 1929. The period referred to was October 1st, 1933 to March 31st, 1934.

The export business of the Studebaker Corporation shows a similar improvement. Passenger car exports have recently been more than 200 per cent greater than the similar month of 1933. Car shipments for export in the last quarter of 1933 (the first three months of the new 1934 models) were the largest since 1929—a five-year record.

Such reports as these, indicating a very decided up-turn in business throughout the world generally, are definitely gratifying to everyone interested in Canadian business. It is hoped that the business improvement reported by the Studebaker Corporation of Canada, Limited, may be similarly prevalent throughout the Dominion.

Forecasts a Government Radio Station Near Sudbury

In reporting the regular weekly luncheon of the New Liskeard Kiwanis Club last week, The New Liskeard Speaker tells of a very interesting and instructive address given by T. G. Waller, of the Toronto General Trusts Corporation in reference to the matter of making wills. The Speaker then continues:—

"Mr. Thomson, North Bay, who is interested in the radio stations recently installed at Timmins and Kirkland Lake, was also present, and spoke briefly on the radio situation in the North, concluding his remarks by stating that another station would be placed in either Halleybury or New Liskeard, the latter town being likely to get the call. Clear reception from the Kirkland Lake station, which was alleged to be able to cover this section, has not been up to expectation and hence the decision to put in another station in the area covered by the three Central Group towns. In the course of his remarks Mr. Thomson stated the Dominion Government Commission had in view the installation of a 1000 watt station in the Sudbury area. The stations along the T. & N. O. are 100 watt outfits."

Kapuskasing Farm Weekly News Letter

Here is a Special Article from the Experimental Farm, Kapuskasing, in regard to that Old Friendly Enemy or Unfriendly Foe, Old Spinach.

Below will be found the regular weekly letter from the Dominion Experimental Farm at Kapuskasing. Similar letters have been appearing each week in The Advance, and have proved both popular and valuable. The one below is No. 19:—

Spinach

Spinach is by far the most popular of the greens. It is a reasonably hardy, cool weather plant, and can be grown in most locations from early spring to late fall. Spinach will grow on almost any type of well-drained fertile soil where sufficient moisture is available. If possible a rich friable loam with an abundance of organic matter should be used. The home gardener will find spinach adapted to his land whether it be heavy clay or peat so long as it is well-drained and rich. A pound of rotted manure to each square foot and 3 to 4 pounds of commercial fertilizer to each 100 square feet of land is suggested as suitable rates of application for spinach in the home garden. The manure should be either ploughed or spaded in the preceding fall and the fertilizer should be broadcasted and harrowed or raked in before sowing the seed.

Spinach may be sown as early in the spring as it is possible to prepare the ground. It is usually sown at the Kapuskasing Experimental Station during the second and third week in May. Two or three successive plantings may be made at intervals of one week until the approach of very hot summer weather, which will give a steady supply of fresh greens. Bloomsdale, Victoria and Broad Flanders are desirable varieties. The first named should not be used for late sowings because it shoots to seed readily in hot weather.

For horse cultivation the rows should be 30 to 36 inches apart and for hand cultivation 18 inches apart with the plants 4 to 6 inches apart in the rows. One ounce of seed will sow 100 feet of row and the use of the seed drill is advised as it distributes the seed more evenly than is ordinarily possible by hand. The harvesting of the crops starts when the plants have about six leaves. The top root is cut just below the lower leaves and trimming done to remove dead leaves, etc.

A Few Facts About Sows

We want our brood sows to raise as many good pigs as they can—that is what we keep them for. No matter how much good feed we give the pigs, no matter how well sheltered and free from disease they are, they will not do the best job of making feed into pork unless they have the right kind of breeding. There might sometimes be an excuse for using a common sow for a breeder if we already have her and cannot get a better one, but there is rarely a good excuse for using an inferior sire.

The sows should be in good condition, strong and healthy. Give them a chance to exercise before farrowing and the kind of feed that makes bones, muscles and blood. The kind of grain we feed is not so important if we have good pasture or some clover hay and roots in the winter. We should feed grain that we can raise ourselves, and a gallon of milk fed to the sow every day will take the place of tankage and make her healthy and strong.

Pigs are born 112 days after the sow is bred. Be sure to put the sow in the place where she is to farrow a week or 10 days before farrowing time so she will get accustomed to the place. Have a guard or fender around the farrowing pen to keep the sow from lying on or squeezing the pigs. The pen should be not less than six by eight feet. A pen in a regular hog house, an individual portable hog-cabin or a stall in a horse stable is suitable, providing the place is clean, dry, safe, comfortable and warm.

FISHERMAN CATCHES FISH AND BIRD ON THE SAME HOOK

Killing two birds with one stone is tame sport compared to catching a bird and a fish on the same hook, according to a Canadian National Steamships officer who tells how Walter Johnson, Bermuda fisherman hooked a mullet, a hungry seagull pouncing on it and swallowing it. With a great deal of difficulty he drew the fish and its would-be captor to his boat. There another struggle ensued, the bird flapping wildly about as he tried to release it from the hook. When the gull was finally freed, it flew away, none the worse for being hooked on the wing.

STRANGE BIRDS FROM THE TROPICS REACH CANADA

Some strange specimens of nature's handiwork in bird life reached Canada when the Canadian National liner "Lady Nelson" arrived here recently from the British West Indies. They arrived with C. A. Carnell, construction engineer, Montreal, Que., who maintains a bird sanctuary on the outskirts of that city. Mr. Carnell intends to make a test to see if the strange ornithological exhibits of the tropics will acclimatize themselves.

Four species of the exotic bird life of the tropics are represented and there are ten birds in all. Four are of bright green plumage about the size of an English sparrow; four are blue coloured about the size of a small egg; one is an acrobatic bird of varied hue which daintily holds its food in one claw while pecking away with saucy motions of the head and usually hanging upside down or at an alarming angle from its perch; another is a haughty multi-coloured lord of the air with a curved beak about eight inches long, as compared with its own height of about six inches.

TO SCOTLAND WITH TOM HAMILTON



The renowned Entertainer in song and story as Conductor on these special sailings

From Montreal	From Glasgow
ATHENIA May 4	May 18
LETITIA June 15	June 29
LETITIA July 14	July 27
LETITIA Nov. 29	(from Quebec)

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Another Reference to the Naming of Scotty Springs

Some weeks ago The Advance had a reference to the naming of "Scotty Springs," the lively little settlement between Bourkes and Ramore on the T. & N. O. line. "Scotty Springs" appears in the hostel guide as that is the official name of the post office, but it does not appear on the time tables, being known as Yorkston station. Its express address is also Yorkston. The place is hardly big enough to carry two names, and there is no doubt considerable confusion through "Scotty Springs" being "Yorkston" when it comes to express matters and "Scotty Springs" when it's a question of mail. The people of the community apparently prefer "Scotty Springs." When appeals have been made to the authorities against the double naming of the community, it is understood that the post office authorities take the proper view that the post office name can not be officially changed to Yorkston, as there is a Yorkston in Saskatchewan, and the endeavour of the department is to avoid duplication of post office names in Canada so far as this may be possible.

No doubt there are a few people who think Yorkston a more dignified name than Scotty's Springs. Convenience, however, is more than dignity. In any case there is nothing undignified about "Scotty's Springs." Indeed, it has a homely, picturesque, homesy sound that should be attractive to all who are more concerned about the distinctive than the formal and the common.

Last week the "Roving Reporter" of The Northern News had an interesting item about the origin of the name "Scotty Springs." This item says that Scotty Springs was so named in honour of "Scotty" Yorkston one of the men who helped to build the railway. This being so, "Yorkston" might well be dropped and the "Scotty" retained, for in this country it is practically certain that everybody would know "Scotty" while any reference to "Mr. Yorkston" would likely bring the reply:—"Yorkston? Yorkston? Oh, yes, you mean Scotty!"

The item by the "Roving Reporter" reads as follows:—

"From George A. Melville, well known citizen of Scotty Springs, come some interesting facts concerning the origin of the name of that little hamlet in Benoit township. "The name Scotty Springs," writes Mr. Melville, "was given to the locality as far back as 1906. According to the best information Scotty Springs was named after "Scotty" Yorkston, who was employed in the construction of the railway. He was usually to be found at the spring—a clear spring of water bubbling from the ground, always a cool spot in summer and not known to freeze in winter. It is located between the present station and section house. In 1920 I located here, and due to the courtesy of R. S. Potter it was arranged that my mail be thrown off at the section house. I also wrote to the postal authorities at Ottawa with the result that my mail was addressed to Scotty Springs—between Bourkes and Ramore. In 1922 application for postoffice was granted to T. Derosters and the name was Scotty Springs. The station came later and was given the name of Yorkston by the railroad and is the express address. Mistakes have occurred, due to companies making express shipments and not noting post-office address, and also by postal clerks. It is Yorkston, Sask., but Yorkston, Ont., reverting to the original "Scotty" Yorkston."

Renfrew Mercury:—An unnamed Chicago citizen will this year pay an income tax of \$1,593,633. Everybody will be wondering what is the nature of his business. Peradventure he is operating a sweeps'ake. It may be that after the dropping of the 13th amendment he owns a chain of dispensaries. Certainly there is no depression for him, but, if there is, what are his profits in an ordinary way?

Children Lost Last Week Near Dugwal

Youngsters Trying to Take a Short Cut Home from School Strayed in the Bush. Lost Several Hours. Exhausted when Found. All Right Again.

Last week The Advance made brief reference to three children who were lost for some hours near Dugwal and who suffered much from cold, exposure and anxiety before they were found. Search parties worked for hours to locate the children in the country near Dugwal, different routes being taken by the several search parties so that the whole country might be thoroughly searched in the shortest possible time and the youngsters rescued. A friend of The Advance sent the following account of the search and this report will be of general interest to readers, giving as it does a clear and striking picture of the matter:—

Dugwal, Ont., April 12th, 1934. Special to The Advance.

A very near tragedy occurred at Dugwal on Monday of this week when three school children, Bernadette Duguay, aged 11, Marian Tremblay, aged 11, and Irene Duguay, aged 9, after school being ended for the day, decided they would take a short cut to their homes, and became lost in the bush.

It was not until six o'clock in the evening when their parents became alarmed at them not returning home, that the news spread of their disappearance. Search parties immediately set out to find the children. Some of the men used skis and snowshoes; also four teams set out on the many snow roads, which have been used this winter hauling out wood to Drinkwater Pit siding.

It was not until a little after 8 p.m. that Josepha Tremblay came on to the children, exhausted, tired out and scratched. The enforcing of an order of "No Trespassing" on the railroad right-of-way induced the children to find an easy way home.

The stories of the children were told Tuesday while they lay in their beds with swollen limbs and feet wrapped in bandages, resulting from their exposure to cold weather and wet snow. It was Marian that knew the short cut. She had heard her brothers talk about a trail not far away and on they walked expecting to find the trail leading off one of the snow roads. Walking along the road leisurely, chatting child-like they had not noticed the trail which they had set out to find; they had passed it by. On they travelled, picking spruce gum from the trees until they came to an opening in the bush which had many roads and trails, having recently been cut and the wood drawn out. It was here the children realized that they had become lost.

Darkness was setting in, and also the big flakes of snow of Monday night began to fall. The children became excited and terrified. The leader said "follow me," and they then went off all roads into the deep snow in the heavy bush just outside the opening. The snow being three feet deep, the children kept on. In spots the crust would hold them up, and then they would sink in the snow only to crawl out on their hands and knees to go a short distance and rest.

When found, the children were still crawling and crying loudly. It was the terrible cries of the children that echoed through the bush that led Josepha Tremblay to the rescue of his young sister and the Duguay children. The children's stockings were torn and worn into holes in the knees from the rough crust and wet snow that was falling. The children heard the barks of the dogs but could not tell from what direction. Bernadette Duguay had taken off her shoes on account of being so cold and wet. Little Irene Duguay was still carrying her school books in the bag and also carried Marion's school bag which Marian had let go in her hurry to reach the trail.



I GET SO TIRED OF WASHING DISHES, I COULD SCREAM!

YOU MAKE SUCH A HARD JOB OF IT

NOT WHEN YOU USE RINSO. GREASE FLIES RIGHT OFF IN ITS CREAMY SUDS. TRY IT AND SEE

WELL, IT IS A MEAN JOB



MILLIONS USE RINSO IN TUB, WASHER AND DISHPAN

NOW YOU CAN LAUGH AT DISHWASHING

LET Rinso take the unpleasantness out of washing greasy dishes, pots and pans. Let its amazing suds save you work three times a day. How? By soaking off grease! By making dishes come bright and clean in a jiffy! Dishes almost wash themselves in Rinso's lively suds. So easy on your hands.

And what a work-saver Rinso is on washday! Soaks out dirt—saves scrubbing. Clothes come 4 or 5 shades whiter. Cup for cup, Rinso gives twice as much suds as lightweight, puffed-up soaps. Get the BIG package.



Even pots and pans come bright as new in half the time! I wish I had started using Rinso long ago

Let Rinso take the unpleasantness out of washing greasy dishes, pots and pans. Let its amazing suds save you work three times a day. How? By soaking off grease! By making dishes come bright and clean in a jiffy! Dishes almost wash themselves in Rinso's lively suds. So easy on your hands.

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Ferguson News-Record:—A story

from Mount Uniacke, Nova Scotia, told of a moose that kicked a young man who tried to pet it. Here is a hint for the young bears that do not like to get petted.

Toronto Mail and Empire:—It was an American humorist of an earlier generation who said that Winter was lingering so long in the lap of Spring as to start all the neighbours talking.

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Kellogg's CORN FLAKES

FOR FLAVOR

A Challenge to Sceptics!

Accept this invitation. Come in and see us. Inspect the new range of beautiful woollens we have gathered for this season's showing. Compare our values with any you know of elsewhere. You'll find "Clothes of Quality" are the Pike's Peak of value.

Come in. Let us show you that "Clothes of Quality" are indeed well named—clothes that offer you the choicest of British woollens—that give you at economical prices, that distinction, smartness and custom-tailored appearance inseparable from garments hand-cut and tailored by master craftsmen.

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