

TO SCOTLAND WITH TOM HAMILTON



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

	From Montreal	From Glasgow
ATHENIA	May 18	May 18
LETTITIA	June 15	June 29
LETTITIA	July 14	July 27
LETTITIA	Nov. 29	(Quick)

LOW OCEAN RATES	
One Way	Round Trip
Cabin Class from \$122.	\$226.
Tourist Class from 104.50	189.
Third Class - 82.	144.50

Ask for our folder about this and other features of Scottish character. Apply to your local agent—No one can serve you better. Anchor-Donaldson Line 217 Bay Street, Toronto. SAIL ANCHOR-DONALDSON "RIGHT TO THE HEART OF GLASGOW"

Free Press, London:—The Chicago Tribune cannot be accused of being very pro-British, but in a recent editorial it praises Great Britain for its stand for democracy. It remarks that the tide of reaction has not shaken the political philosophy of the British.

Hollinger Explains Effect of Gold Tax

Letter to Shareholders Shows Injury that will be Done to Communities, Mines, Shareholders and the Country Generally.

Shareholders of the Hollinger Consolidated Gold Mines Limited last week received a letter from the directorate explaining the ill effects that would accrue from the imposition of the proposed ten per cent. tax on the gross production of gold. The letter reviews the situation so fully and concisely that it is published herewith in full. It should be of information and interest not only to Hollinger shareholders but to all concerned with the welfare of the North at the present time as it has a vital bearing on the progress and stability of the whole country.

Toronto, Ont., April 25, 1934 To the Shareholders, Hollinger Consolidated Gold Mines, Limited.

Your directors feel the shareholders are entitled to be fully informed as quickly as possible of the effect on them of the recently enacted 10 per cent. tax on gross gold production levied by the Canadian Government as from April 19th. The tax, as you no doubt have read, provides that the government at Ottawa shall deduct 10 per cent. of the value of shipments of bullion when gold is selling at more than \$30 an ounce, but provides that the tax shall not reduce the price paid to your mine to less than \$30 an ounce. For instance should gold be selling at \$33 an ounce, your company would only be paid \$30 an ounce, and at \$35 (the approximate current price) the tax would be \$3.50 an ounce. This tax is in addition to all other taxes.

Your directors feel that this tax which was enacted without the government consulting those affected, (not even the Ministers of Mines of the Dominion or Provinces) will have a most harmful effect on your interests and those of the mining industry generally, for the following reasons:

(1) It does not take into consideration the variation in the cost of producing an ounce of gold and applies

even where a mine is losing money. (2) It wipes out very considerable tonnages of ore in your mine that has been made profitable by the rise in the price of gold to \$35 an ounce. Your directors, wishing to secure the maximum profit from your mine, have already expended a large sum in preparation of such ore for extraction. Unless this low-grade material is taken out along with that of richer gold content, it will be forever lost as a source of profit.

(3) The tax invades, we are advised on excellent legal authority, the rights of provincial governments in the matter of taxation. This opinion is concurred in by the premier of Quebec, according to his protest as published on April 24th. Other provinces are similarly situated.

Your attention is also directed to the effect on the community built up around your mine. The employees of the mine, together with the business people, have invested a large sum of money, a fact that has always been an important consideration in the operating policy of the mine. The elimination of large tonnages of low-grade ore as a result of this little-considered and unscientific tax decreases to an appreciable extent the life of the community and advances the date when re-establishment of large populations will become a public problem.

The tax in effect says this to your company: "The Dominion will take 10 per cent. of your output." Your directors cannot conceive of a similar tax on any other industry or commodity. We take the view that the rise in the price of gold has been a natural rise, caused by supply and demand, just as the prices of other commodities rise and fall. We make this distinction, however: when world prices of other commodities rise, the Canadian people pay more for those commodities, but in the case of gold the rise in price costs the people of Canada nothing.

Looking to the future, we would like to point out that the hope of governments throughout the world is that the increased price of gold will be followed by corresponding increases in the prices of other commodities, which will mean a higher operating cost for your company. The new tax would unquestionably enlarge an already serious tax burden when that time comes.

We strongly urge your fullest consideration of this problem which faces your directors. Any influence you may have, in legislative or other channels, is urgently sought, in your own interests. The directors feel it is their duty to point out to you how this new tax definitely affects your interests.

At the expected annual production of approximately 450,000 ounces of gold at a price of \$35 per ounce, this means an additional tax of \$1,575,000 per year for the Hollinger Mine, or 31.5 cents per share.

For the Directors,
J. R. TIMMINS,
Vice-President.



Coniaurum Mines Made \$131,415 Profit in 1933

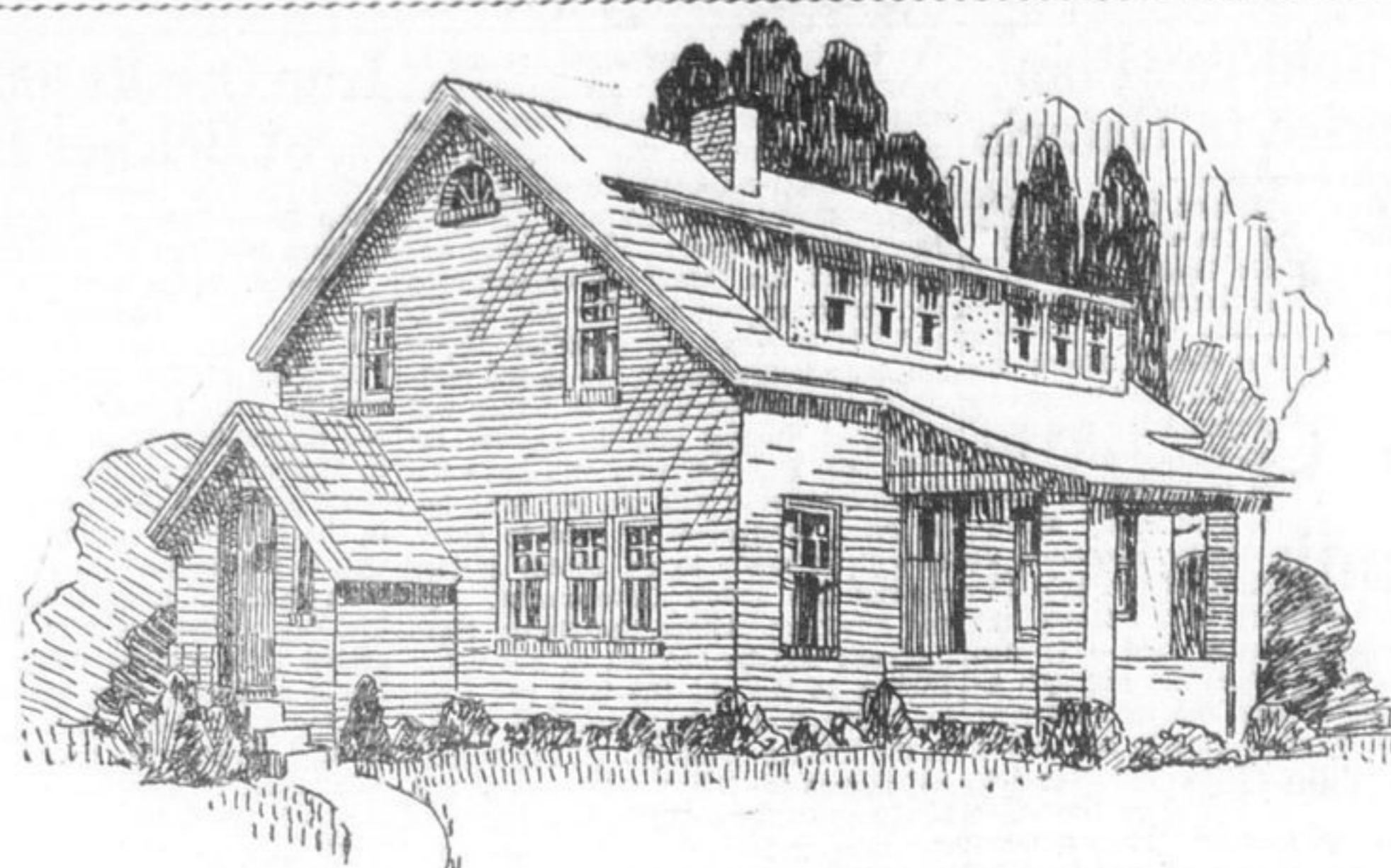
Coniaurum Mines, Limited, the Porcupine enterprise which Ventures, Limited, went into some five years ago, realized net profits last year with the aid of the new price for gold, amounting to \$131,415, equivalent to between four and five cents a share, after all charges including taxes, depreciation and deferred development had been written off.

Operating profit from treatment of 145,657 tons of ore—a daily average of around 380 tons, with a gross value of \$642 a ton, amounted to \$343,370, with non-operating revenue of \$21,152 bringing profits before depreciation, taxed and deferred development up to \$364,522, equal to 13c a share.

Broken ore reserves are reported by John Redington, Manager, at 118,310 tons; equivalent to somewhat less than a year's supply at current rate of milling. Despite the heavy expenditures on development the working capital position of the company at the end of 1933 showed an improvement of \$650,000. Current assets, including cash, bullion settlements outstanding and investments at cost, amount to more than \$671,000, against current liabilities of \$41,000. The company has 6,000,000 shares authorized, of which 2,717,447 are outstanding.

What You Should Know About Houses

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



This is No. 11 in the series of articles published in The Advance and supplied by The Home Builders' Service Bureau.

An Ideal Country Home The house shown was planned for a Canadian family of five, the parents, two small children and one of their grandparents. They wanted a medium-sized living room with fireplace, a large dining room, a convenient kitchen, a toilet and three entrances on the first

floor, in addition to a porch which could be screened and sashed in. A closed stairway to the second floor with a closet at its foot was planned. The house was planned for easy communication. The grade entry is toward the other buildings. One may go from this entry directly to the basement, where a washroom for men is located, or to the kitchen, dining room, living room or toilet.

Dominion-wide consumer acceptance for all its products—the new company is headed for even greater heights of prosperity. It will be guided by F. T. W. Saunders and W. P. B. Wregg, directors.

Perth Examiner:—When in doubt let your conscience decide.

MUSIC TEACHERS AND PUPILS

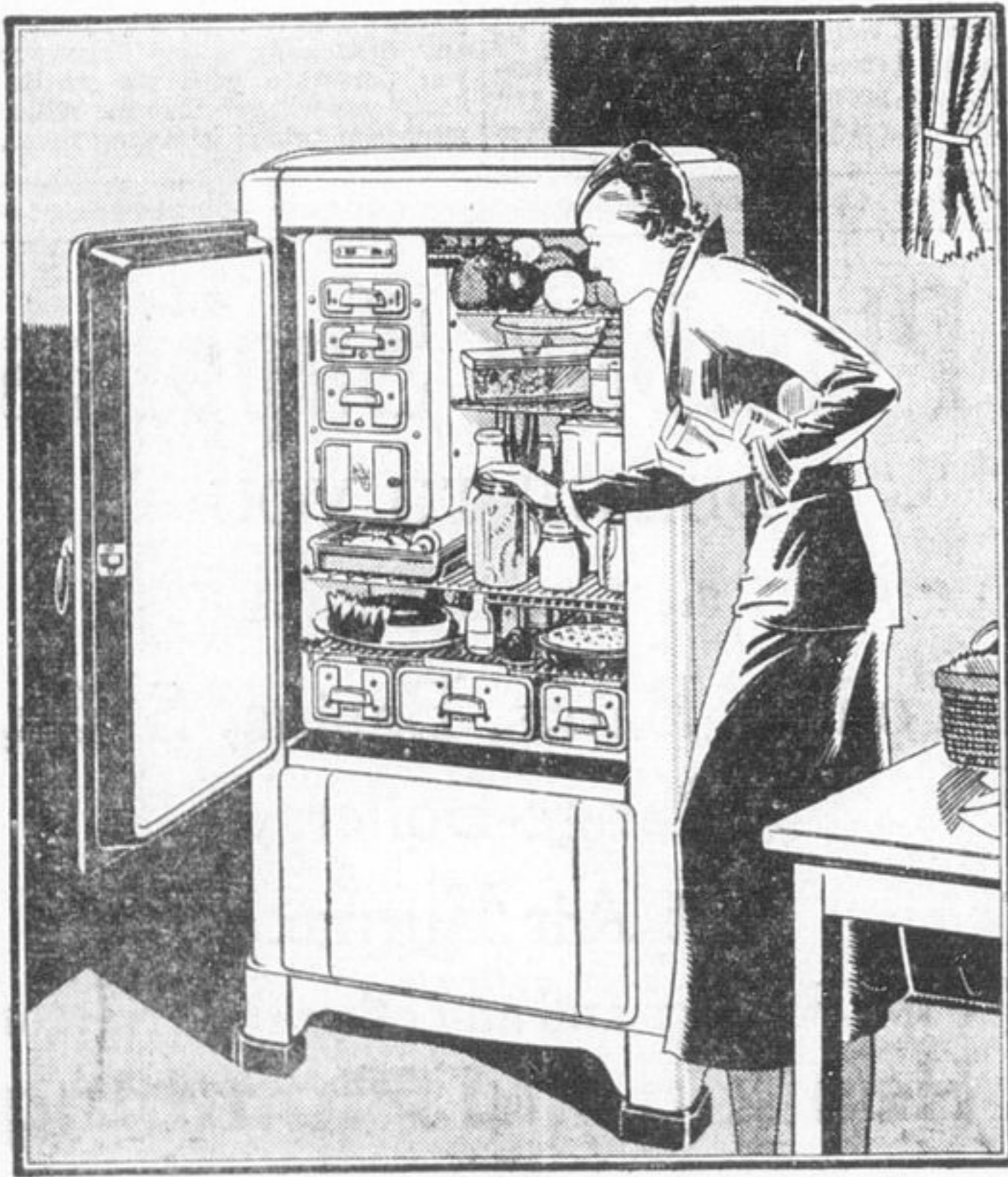
The Toronto Conservatory of Music Midsummer Local Examinations for 1934 will be held throughout the Dominion in June and July next. Applications and fees from Ontario Candidates east of Sault Ste. Marie, must reach the Conservatory not later than MAY 15TH, 1934.

Application forms and Annual Syllabus containing full particulars will be mailed on request.

TORONTO CONSERVATORY OF MUSIC
COLLEGE ST. AND UNIVERSITY AVE.
TORONTO 2

for Health Economy and Easy Housekeeping

own an



ELECTRIC REFRIGERATOR

Day in and day out, throughout the entire year, an Electric Refrigerator guards your health, saves you money and simplifies housekeeping. It keeps milk, meats and vegetables fresh and wholesome. It lets you buy food in larger quantities at favourable prices because you know you can keep it fresh till wanted. It places scores of low-cost left-over dishes at your disposal for tasty meals. It cuts food spoilage and waste to the minimum. And an Electric Refrigerator, always dependable, costs so little to operate—only about \$1.00 a month. Why wait a day longer for this great economy and convenience?

FREE EASY TERMS

To every purchaser of an Electric Refrigerator during our sale we give a set of convenient glass refrigerator dishes absolutely Free. Exceptional terms make buying easy. Payments as low as \$5 down and \$5 a month.

Canada Northern Power Corporation Limited
Controlling and operating
NORTHERN ONTARIO POWER COMPANY, LIMITED
NORTHERN QUEBEC POWER COMPANY, LIMITED

Kirkland Newspaperman Seems to Know His Bottles

Down in Kirkland Lake the newspapermen apparently know their bottles. In other places the contents are considered the most important. However, for an array of information on bottles of to-day, the following would be difficult to duplicate in a single paragraph, even if a long one. This is from The Northern News, where the "Roving Reporter" writes as follows in his weekly column:—

"It is a well-known psychological fact that a magazine sells more readily if it carries an attractive cover, and the same holds true, no doubt, for all packaged goods, canned goods, and other articles on the grocer's shelves in the sense that an attractive label on the outside of the package, can or box causes the cash register to ring more often than if the contrary was the case. In the same way an automobile carrying a smart paint job will attract the eye of a woman buyer before the car that isn't thus dolled up. And now the manufacturers of spirits have become wise to the selling appeal of an attractive label and some of the packages of bottled goods on sale at Charlie Brookbank's emporium clearly show that the distiller is fully alive to the psychology of the colored label. In fact, so greatly have the labels on bottles long known to Canadians for the excellence of their contents changed with the years that nowadays the buyer doesn't readily recognize the "crook" he's handed over the counter unless he takes a good look at the label. And styles in bottles have changed, too. The old-fashioned black bottle, with the comfortable, rounded look and plain black and white label has given way to a more ornate type of bottle with flat sides and a more attractive label. Most of the brands put out nowadays are put out in distinctive-looking bottles that carry the "out-of-the-ordinary" sales appeal. The innovation may or may not be received kindly by the veteran customer who doesn't take with all these new-fangled ideas but as long as he knows that the stuff inside the bottle is the same old thirst-quencher he doesn't mind, and eventually gets accustomed to it. There's one thing the steady customer hasn't become accustomed to, however, and it's the little triangle-shaped pint bottle that carries different brands of Canadian rye. This container never will become popular with patrons of the Ontario Liquor Commission. It is the most ungainly and clumsy-looking bottle that ever could be designed for the day-by-day trade that is carried on the counter of the Ontario government's many liquor stores in the country. It was designed, of course, to prevent hip-flask toting, and probably does to some extent. On the other hand any drinker who wants to carry a quantity of wet stuff on him for snake bite, or some other reason, likely gets around the idea by buying his rye in quart bottles and filling his hip-flask in the same manner."

Famous Cocoa Firms Form Amalgamation

Number of Employees to be Increased, not Decreased. Interesting Story of the Growth of the Fry and Cadbury Firms.

It is not often that an amalgamation of two big firms does not mean at least some small decrease in the number of employees, but in the case here noted there is actually an increase in the number at work because this amalgamation is truly a case where better service to the public and the growth of business through co-operation were the real motives suggesting amalgamation. With the usual British modesty the two big firms concerned have little to say about an increase of the number employed because, perhaps, in their opinion the increase is not a large one. In any case, however, where amalgamation means increased employment it is certainly a matter for pleased comment and especially so at the present time.

An amalgamation of the firms of J. S. Fry & Sons (Canada) Ltd. and Cadbury Ltd., has been announced from Montreal, the Canadian headquarters of these two widely known companies. The name of the new partnership is Fry-Cadbury Ltd. and the two modern factories which have been near and friendly neighbours in Montreal for several years, are now a unit where products bearing two of the most famous names in the English-speaking world will be manufactured.

This event is another milestone in the romantic history of two great companies, pre-eminent in the cocoa and chocolate industries.

In a small shop in Bristol, England, Joseph Storrs Fry started making Fry's Cocoa in 1728, just 206 years ago. In Birmingham, England, in 1824, just over 100 years ago, John Cadbury started in business. He started his cocoa and chocolate business in 1831.

While it is only in recent years that there has been any connection between these two firms, their histories are similar in many respects. Both Joseph Storrs Fry and John Cadbury started business with modest capital, in a small retail establishment. Both were Quakers. Both businesses have remained under the direction and control of the original family to this day. Mr. Cecil Fry, present chairman of the board of directors of the parent Fry Company, is the sixth in direct line of succession to head the firm.

The analogy holds good with Cadbury Bros. Ltd. John Cadbury was the founder of the business, which later passed into the hands of Richard Cadbury and George Cadbury. Under their direction the business grew into world fame. The present chairman of the company is Mr. William A. Cadbury, a direct descendant of the founder.

The Quaker influence has been much in evidence in both companies. In the early days of both Cadbury's and Fry's, a short religious service preceded the day's work in the factories. Joseph Storrs Fry read the Scriptures to his

Liberal - Conservative Convention

To Select a Candidate for the Riding of South Cochrane for the Provincial Elections

Wednesday, May 9th, 1934

at the

Agricultural Hall, Porquis Junction

at 2.30 p.m.

DELEGATES:—Each local branch association shall be entitled to one delegate for each 50 or fraction thereof, voters on the last revised voters' list or enumerators' list (whichever may be the larger) for the polling sub-division or locality, except in the case of any local branch association whose voters' list or enumerators' list is less than 200, then their representation shall be one delegate for each 25 or fraction thereof.

CREDENTIALS:—Delegates must bring credentials signed by their local chairman and secretary. Credential forms to be obtained from U. L. Acton, District Secretary, Kirkland Lake, Ont.

J. W. McBain
President
South Cochrane Liberal-Conservative Association

U. L. Acton
Secretary
South Cochrane Liberal-Conservative Association