



Empress of Britain through a window at Zamboanga. Below a three year old Hindu maiden is prepared for her first bath in the holy Ganges.

CANADIAN WRITES OF CRUISE

Thoughts of travel to far places where hot sunny days make nature's covering seem more reasonable than fur coats are coincident with the sound of coal rattling into cellars in preparation for the long winter, and a very timely book that will be of great assistance to travel-minded people has just appeared. It is "—and ships—and sealing-wax", by Alan Maurice Irwin, published by Macmillans. Last year the author, who is a Canadian journalist, cruised around the world in the Canadian Pacific liner Empress of Britain, and this book is a collection of his impressions, a companionable, intriguing sort of book in which he has written delightfully of nice and naughty things, handled a hard-working camera with becoming discretion, and argues in the manner of Kipling that the "Colonel's lady and lady O'Grady are sisters under the skin."



Kirkland Defeated Timmins Yesterday

Rugby Match Ends in 10-5 Loss for Timmins High School. Chisholm Hurt. Poor Field. Kirkland Counts All Points on Kicks.

Playing on a smaller field, thus enabling them to use to advantage their end runs, the Timmins High School went down to defeat at the hands of the Kirkland Lake High School yesterday at Kirkland Lake. This sends Kirkland Lake along the trail to the finals for the Poupre Cup, emblematic of the rugby supremacy of Northern Ontario. If the protest that was launched by the Timmins High School before the game, goes through there may be another game on neutral grounds very soon. The Timmins High School protested on the grounds that the Kirkland Lake field was not regulation size and in a very poor condition and it is the general opinion of the team that the game should be played over on neutral grounds. If the protest doesn't go through there will be a game in Kirkland Lake on Saturday in the finals for the Poupre Cup. Starting right from the first whistle the Timmins team started a parade right to the Kirkland Lake 4-yard line practically on first downs and on the final plunge Maurice (Lady-Killer) Villeneuve carried the ball across for the first scoring of the game. He also landed smack into a puddle of water across the line. This gave Timmins a fivepoint lead which they held for a very short while. Kirkland Lake started the kicking game and due to the faulty Timmins backfield they did all right. They went right through and made seven kicks and a placement kick which netted them their ten points. The playing field at Kirkland Lake is in terrible shape, there being a man-hole right in the middle of it. Rocks can be picked up at random on the field. The Timmins team came back with a few crippled and possibly the worse affected was Lloyd Chisholm who hurt his ankle rather badly.

"Mush" Everard was in the game again after being out for a few weeks with a bad knee. The Kirkland team took advantage of the strong wind and used McPhail, their kicker, almost continuously. The Timmins backfield were playing a very poor game and when they tried to run back the kicks, they would trip over a rock or some other unseen obstacle. One of the Timmins men, running through a puddle of water, almost smashed his toes on a rock. In comparison, the Timmins line played their best game this year. The tense excitement that prevailed was shown by an irate and strong supporter of the Timmins team and a Kirkland Lake fan when they nearly started a fight in front of the Timmins bench. The team left yesterday morning in a packed bus and returned about ten o'clock last night. First Quarter The Timmins line held well and steadily gained yards but Kirkland's kicking pushed them back. Andruchuk completed two fine forward passes from Mitchell. Kirkland's punter, McPhail, kicked for a range, making the score 1-0 in Kirkland's favour. Frank Everard plunged to gain 25 yds. for Timmins and Maurice Villeneuve made a touchdown which was not connected, making the score 5-1 for Timmins. 2nd Quarter Kirkland had the wind and early in the 2nd quarter punted 2 field goals, giving Kirkland 3 and Timmins 5. The field goals could not be caught as there were rocks and water behind the goal. Marcel Everard made a nice plunge to gain 20 yards. 3rd Quarter Kirkland's kicking showed up again when they scored another range giving them 4 and Timmins 5. Later Kirkland punted again for a field goal. The Timmins line held well but McPhail kicked a placement making the score 8-5 for Kirkland. 4th Quarter Kirkland took advantage of the wind and kicked 2 field goals. Timmins battled strongly but could not click. Chisholm, the team's running ace, hurt his ankle, ruining their hopes for a touch-

down. The game ended with 10 points for Kirkland and 5 for Timmins. The Timmins line and Kirkland back deserve the credit for the game. Villeneuve plunged well but the Timmins backfield, as a whole, fumbled the ball too much. Timmins—snap, Beaulne; middles Boukka, Hensby, insides, M. Everard, Craft; ends, Baer, Andruchuk; halves, Villeneuve, Chisholm; flying wing, McKenna; full-back, Frank Everard; quarter, Mitchell. Subs. Beaudin, Sauve, Hogarth, Finkelmann, Denisovitch, R. McPhail. Kirkland Lake—snap, Speck; middles, Vanloff, Woods; insides, Assad, Ducharme; ends, Conray, Byberg; quarter, Bush; halves, McDonald, Zaluski, McPhail; flying wing, Moodie. Subs—Giannini, Gill. After the game, the school served supper to the players. Kirkland must have been sure of this game. North Bay plays the winners and on Tuesday Kirkland was selling tickets for two games—one between Timmins and Kirkland and the other between Kirkland and North Bay. ONTARIO LIBERALS TO HOLD CAUCUS ON NOVEMBER 21 A despatch from Toronto on Wednesday said that Premier Hepburn told Nicholas Assmusen, member-elect of the Ontario Legislature for North Waterloo, a caucus of the Ontario Liberal party would be held in Toronto the week of the Royal Winter Fair which opens Nov. 21. He made the announcement to Mr. Assmusen during a conference between Ontario mayor, himself and Minister of Welfare David Croll. The Premier said he intended going away for a month's holiday at the end of November. TEMISKAMING AND NORTHERN ONTARIO RAILWAY TRAIN SERVICE Train No. 17.—North Bay to Cochrane, Monday, Wednesday and Friday. Through sleeping car service Ottawa-Moosee. Train No. 18.—Cochrane to North Bay, Tuesday, Thursday and Saturday. Trains Nos. 17 and 18 use Canadian Pacific Railway Station at North Bay. Trains Nos. 46 and 47.—Through service daily between Toronto and Cochrane, carrying through sleepers between Toronto and Timmins, Toronto and Rouyn, Montreal and Cochrane, and through sleeper Moosee to Ottawa. Parlor cafe car service operating between North Bay and Swastika. These trains use Canadian National Railways Station at North Bay. Connection at Earleton Jet. for Elk Lake, daily except Sunday. Daily except Sunday service between Earleton and Charleton. Connections at Swastika, daily with Nipissing Central Railway, for Kirkland Lake, Larder Lake, Cheminis, Ont., Aldermac, Rouyn and Noranda, Que. Connections at Porquis Jet, daily for Iroquois Falls. Connections at Porquis Jet, daily for Connaught, South Porcupine, Schumacher and Timmins. Service between Cochrane, Moosee and intermediate points. Train No. 101.—Leaves Cochrane 10.00 p.m., Monday, Wednesday and Friday, arrives Moosee 7.10 a.m., Tuesday, Thursday and Saturday. This train operates Restaurant Car and through Ottawa-Moosee sleeper. Train No. 102.—Leaves Moosee 6.00 a.m., Monday, Wednesday and Friday, arrives Cochrane 1.15 p.m. making connections with Train 46. This train operates Restaurant Car and through Moosee-Ottawa sleeper which is handled Cochrane to North Bay. Train 46 thence Canadian Pacific train No. 8. Close connections at North Bay for points South, East and West. For further particulars, apply to any T. & N. O. Rly. Agent or A. J. PARR, General Freight & Passenger Agent, North Bay, Ontario.

Report of Lower and Middle Schools at the South End H. S.

Standing of the Pupils at the South Porcupine High School, Lower and Middle School Work, for the Months of September and October. Those Taking Honour Standing

Lower and Middle school report for South Porcupine High School for months of Sept. and Oct. for school year 1934-1935. The lower school names are given in order of merit. The Middle and Upper school names are given in alphabetical order with the percentages appended. They are not ranked because of the fact that all do not take the same subjects or the same number of subjects: Honour standing is given as follows: First class honours, 75-100 p.c. A; second class honours, 66-74 p.c. B; third class honours, 60-65 p.c. C; credit standing 50-59 p.c. D; failure below 50 p.c. E. Reports have been issued to the parents. They are requested to study the reports carefully in order to determine just how the particular student is standing in each subject in comparison with the other students in the class in the same subjects. Lower School Form I—Shirley Coffee A; Albert Keates A; Angelina Rotondo A; Neil McLaren A; Eleanor Jamieson A; Bessie Verner A; Reine Kusula A; Royce White A; Dora Kesnesky A; Margaret Edwards B; Mary Curtis B. Harry Pyke B; Charlie Cunningham C; Patricia LaForest C; June Clement C; James Murphy C; Helen Lefurgy C; Marion Gibson D; Reginald Libby D; Reina Rauhala D; Emmet Cunningham D; Roy Davis D; Ralph Dysart D; William McInnis D; Della St. Paul E; Jack Burke E; Dennis Pullin E; Nellie Shukinskie E; Donald Pecore E; Mondeau Beauchamp E; Roy Richard E. Shirley Coffee's percentage for nine papers was 83 p.c. Form II—Betty Jordan A; Vieno Kautto A; Etta Munro A; Aino Rintamaki A; Marjorie Costain A; Arthur Moyle A; Jean Gallai A; Arnold Coot B; Rudolph Bezpalko B; Betha Londy B; Rose Cosco B; Omer Clustau B; Anne Cartonick B; Phyllis McCann B; Ina Rintamaki B; Maurice Londy B; Preston Hamilton C; Irene Cosco C; Marjorie Maxwell-Smith D; Jesse

Over 20 years in the jewellery business, commencing in Switzerland in 1914 F. RAMSEYER Expert Watchmaker and Jeweller Announces that he has moved his jewellery store from 83 Pine St. S., to more spacious premises in the Goldfield Drug Store 30 THIRD AVE. Opening Week Specials Watches Jewellery Chinaware HALF PRICE Special Prices on Watch Repairs

urday and headed out over the 2408 miles to Oakland, a route never before flown. The daring aviators passed through rain clouds and messaged they were "going strong." SKATING ON GILLIES LAKE ON THURSDAY LAST WEEK Despite the fine weather at the opening of this week, the temperature last week was a cold reminder that winter may be expected anytime. There was frost last week with the edges of Gillies Lake having a coating of ice so that some boys were able to boast that they had the first skating of the season—on Thursday evening last.

DANCE AUSPICES EASTERN STAR FRIDAY THIS WEEK Invitations were issued recently for the dance to be given on Friday evening of this week, Nov. 9th, in the High School hall, South Porcupine under the auspices of the Porcupine Chapter No. 84, O.E.S. Al Pierini and his Vagabond Kings will furnish the music for the occasion. Dancing from 9.30 to 2.30. This dance is always one of the most enjoyable of the season. Invitations have to be presented at the door. Sudbury Star:—A patient shot a New York dentist, but not, we trust, before murmuring, "Now this may hurt just a little!"

Sir Kingsford-Smith Makes Record Flight

Australians Fly from Honolulu in Just Under 15 Hours, Successfully Complete Long Air Journey Over Pacific. A despatch on Sunday last from Oakland, California, says that Sir Kingsford-Smith landed his big monoplane at the Oakland municipal airport on Sunday, completing a 2,408-mile flight from Honolulu in 14 hours and 59 minutes. The flying Australian knight of the air dropped from the skies at 7.44 a.m. (10.44 a.m., E.S.T.) after fighting through fog banks, ending a three-hop jump from Brisbane, Australia, a distance of 7,365 miles. Nearly two hours ahead of his schedule, Sir Charles rocketed in at terrific speed, poked his greased-smudged face out of the cockpit and spoke a grinning apology. "I am sorry to be so early," he remarked, "but you will have to blame my navigator, Capt. P. G. Taylor. Among the crowd of 500 persons to greet the daring aviator were Harry Lyon and James Warner, who with Charles Ulm flew with Kingsford-Smith from Oakland to Australia in 1928. Sir Charles, knighted for that daring flight, brushed aside the dangers of the Honolulu-Oakland journey, one of the longest in the world, over which he was the first to fly. The chief worry of the perilous trip, he said, was the fear that he would arrive before his scheduled time of 9.30 a.m. The blue and white monoplane Lady Southern Cross, swooped like a giant bird from a height of 8,000 feet, circled the field once and then landed perfectly at a fast speed. Sir Charles, wearing a blue denim flying suit with a big fur collar, idled the plane up to the welcoming stand. There were only three city officials to greet him, but some 500 spectators already had arrived at the field prepared to await his arrival. Sir Charles rolled back the cowl of the cockpit and out popped his grease-stained, somewhat weary but grinning face. "From the time of the take-off at Honolulu, we had no trouble except for 15 minutes about 11 o'clock last night when we bumped into a rain-storm, he said, discussing the flight. That necessitated a short period of blind flying. "I don't remember what our position was at the time, but it was nothing like that 8,000-foot spin on our flight from Suva to Honolulu when the plane's wing flaps fell down. Boy, I sure had that fixed. I had them locked up there where they belonged. "The last half of our flight I kept cutting down the speed, throttling down until we almost stalled, trying to get here at 9.30 a.m. That was my chief worry on this flight. Neither Captain Taylor nor myself are tired, the flight was so easy. "We started out at 140 miles an hour, then hopped the plane up to 180 miles and flew the last quarter of the journey at 125 miles an hour." He and Captain Taylor ate only one sandwich apiece of the small food supply during the 15 hours of flying. The Australian pilot remarked that trans-Pacific commercial flights were

a possibility in the not-distant future, but said the trickiness of the weather, with storms arising in five minutes was one obstacle to be overcome. "But air equipment is being perfected," he added, "and it won't be long until we have commercial flights over the Pacific." Sir Charles, with Capt. Taylor started at 1.20 p.m., E.S.T., Saturday, Oct. 20 from Brisbane to Suva, 1,760 miles away, en route to Oakland. They ran into heavy squalls and at one time the motor missed for five minutes due to the heavy rain. They made the first hop in 11 hours and 45 minutes, arriving at Suva at 1.05 a.m., E.S.T. Sunday, Oct. 21. Held for a week by cross winds, Sir Charles finally hopped from Naselei Beach, Fiji for Honolulu, on Oct. 28, on the 3,197-mile flight to Honolulu. They ran into a dangerous spin, but fought through to arrive at Wheeler Field, 30 miles from Honolulu at 2.10 p.m., Oct. 29. Bidding "Aloha" to Hawaii, Sir Charles and Captain Taylor left Wheeler Field at 7.45 p.m., E.S.T. Saturday.



A POPULAR COUPLE in the theatrical and stage world, George Jessel and his wife, the former Norma Talmadge, watch action from ringside table in opening of New York night club.



HER LEADING MAN Love fairly shines from the eyes of Grace Moore as she greets her husband, Valentin Ferrera, on his arrival in New York from Hollywood. She's latest film sensation.

Manufacturing Customers

THIRTY per cent of one's customers cease being customers every year. They die, or move away, or become disgruntled, or change over to some other retailer. This is a ghastly loss, and alas, it is one impossible to prevent. It means that a retailer has to be very, very busy every month, getting new customers to replace the monthly wastage, and to gain a few more customers in excess of the annual loss, in order that his business shall grow. The fatal thing is just to do nothing in the way of customer attraction and replacement. How can new customers be attracted? Various things can be done. The most obvious way is just to ask non-customers to do business with you. That is the first thing to do. And your invitations will get attention just because so few retailers will be your competitors in this "asking" activity. You can ask people to do business with you by post, by personal calls and by newspaper advertising. And, of course, your store windows can and will be invitations. Beyond asking, you must fulfil customers' expectations—this by the quality of your service and the rightness of your goods and prices. What customers like when they go into a store is attention and interest, without fussiness. They like briskness in those who serve them. Customers want nothing extraordinary—just plain attention and courtesy. Customers are continually measuring stores—matching one store's service, goods, prices and atmosphere against those of other stores, and they steadily drift to those stores where they are served, in all ways, most in accord with their likes. Newspaper advertising is the least costly—results considered.