

## THE CUSTOMERS' INTERESTS

MOST advertising is prepared and directed to attract new business, and new business is always welcomed by a progressive institution.

The first consideration of The Canadian Bank of Commerce is to give its customers continuous, interested and effective service, which the Bank will endeavor to maintain and improve.

Indeed the service which the Bank renders its present customers is the strongest influence in attracting new business.

### THE CANADIAN BANK OF COMMERCE

*with which is amalgamated*  
(THE STANDARD BANK OF CANADA)

Total Assets over \$500,000,000

## Notable Progress Co-operative Store

Sales nearly Doubled in Two Years by Consumers' Co-operative Store Business in Camp.

Dividend notices recently sent out to shareholders of the Consumers' Co-operative Society, Limited, with stores at Timmins, Schumacher, and South Porcupine, show a notable growth in the business of this company. It is also an evidence of the benefit of the co-operative store when conducted along the lines of the Consumers Co-operative. The dividend notices recently issued show that for 1932 the total sales were \$146,342.37. In 1933 the sales totalled \$220,367.21. The growth in 1934 business was equally noteworthy, the total sales being \$250,788.87.

Profits for distribution for the three years were—1932, \$5,506.17; 1933, \$7,636.50; 1934, \$10,106.05. At the annual meeting of the company the profits were distributed as follows:—3 per cent interest on capital (30 cents a share); set aside for reserve fund, 20 per cent of total profit; set aside 5 per cent of total profit for educational work; the remainder to be returned to each customer in proportion to his purchases. Members receive 3 per cent; one half in shares of the company and the other half in cash. Non-members receive 1-2 per cent payable in shares of the company. The non-member's dividend is held to his credit until the dividends have accumulated to the amount of \$10.00 after which a share is issued and he may then enjoy all the privileges of a shareholder.

A by-law recently going into effect is very interesting and shows the emphasis the Co-operative store places on prompt payment. This by-law reads: "All customers, either members or non-members, whose accounts are not paid in full on due dates and who are in debt to the society for forty-five consecutive days or more, are to receive only one-half of the otherwise total purchase dividend." This is one of the Co-operative store plans for inducing prompt payment of accounts.

Under the able management of C. Haapenen the Consumers' Co-operative Society has made notable progress, indeed, and is popularizing the co-operative store idea.

## AMERICA'S ONLY WOMAN TRAINER



While other girls are in the middle of their morning beauty sleep, Mary Hirsch is out on the track at Bowie, Md., giving her horses a workout. She's leading Tartan Bess to the post.

## Ninety-two Bags of Mail Left Here on Tuesday

Christmas Rush Now on at Timmins Post Office. Seven Times Usual Volume of Mail Matter Being Handled This Week.

The busiest place in town this Christmas? It must be the Timmins post office. Stores may be rushed, offices may be at peak of work, but it's hard to imagine a place that is expected to get through more work in a single day than the place where all the letters and parcels go.

When other businesses are in their busy season, they simply hire more men to do the work. But the post office department can't do that quite as easily. The business of sorting mail is a highly specialized one as a glance behind the scenes shows.

On Tuesday The Advance saw the local post office staff at their job of getting as much mail into the right places as quickly as possible.

Inspector W. J. Gagne of the North Bay Postal Division was there and even he was busy giving a hand just before it was closed off for the morning.

Postmaster Ernest King tells you quite calmly, "The Christmas mail is about seven times normal volume. We do the best we can but you can see for yourself we can't cope with this last minute flood of letters and parcels."

Just about 11.15 every morning there is a rush to get letters and parcels into the mail before it closes. In 15 minutes the receiver under the letter chutes in the office, an affair about four feet square and a foot deep, was piled high with letters. Hundreds of them! In about the same length of time two huge parcels carriers about the same length and width but over three feet deep were collected from the parcel wicket. All this was after Inspector Gagne declared the mail closed for the noon train.

A woman came up to the parcel wicket at fifteen minutes before noon. "I want this to go on the noon train." "Sorry, madam, the mail closed three-quarters of an hour ago."

"But you told me it didn't close until 11.45!"

"When was that?"

"Oh, four or six months ago." That was before the train time was changed—and long before the big rush.

She really seemed annoyed that nothing could be done to get her parcel away that particular day. If only she could have seen what was going on behind the wickets just then!

Every employee going just as hard as he or she could; sorting, sorting, sorting; an apparently endless stream of packages and letters consigned to every part of the continent; bags filling up as if by magic; labelling the full ones, locking them and placing them for the transport; weighing parcels, selling stamps, registering valuables; cancelling stamps.

The cheerful attitude of the postal employees to their work is something to be marvelled at. They must answer the same questions day after day and they are almost always polite. It's just Christmas! They'll be dead tired when the 25th comes but the big rush will be over for another year. They know they're bringing cheer to someone, every Christmas card and parcel that passes through their hands.

About the middle of the week before Christmas, there's always a danger of the smaller offices running out of bags, though usually there is more mail sent to the small offices from the cities than there is the other way. The bags must be kept moving. If they were allowed to pile up in one place, others would be out of luck.

Tuesday morning's total mail shipped from Timmins was 92 bags—a good big truck load. How the dozen or so people employed at the post office now

were able to handle all that mail in addition to their regular job of sorting the incoming mail and all the other jobs the post office does is one of the marvels of Canadian postal methods. A cancelling machine that can wade through 400 letters a minute helps a lot but you can't do parcels by machine! And there isn't a sorting machine in use yet that knows where every town and city in Canada is or what railway route to take to get there the fastest.

Everybody wants everybody else to get their Christmas card or parcel the day before Christmas. Well, it just can't be done. Think what it would mean to provide postal facilities seven times as great as we have now just to handle mail for a few weeks of the year. Think of your postal employees and the postmaster who is responsible for all the proper handling of your letter or parcel. Then marvel that you get any Christmas mail at all!

The worst is yet to come. To-day, Friday, Saturday and Monday will see post officers all over Canada buried under a flood of mail.

### This Would be a Strain Even on Christmas Spirit

An odd, unusual, amusing and alarming story comes from Little Current. A prominent merchant of Minnemoysa, near Little Current, is reported as having been out driving with his wife in their automobile when they encountered snow and the car stalled. The merchant was in and out of the car in efforts to get it going but his wife, he thought, simply sat in the car so that she might keep warm. The good wife, however, got out of the car and got behind it to give the push that might start it going again. Eventually the car did start, thanks, probably, to the efforts of the wife at the back as much as the work of the husband at the wheel. The man thinking his wife was still in the car proceeded thankfully along on his way home. He spoke once or twice over his shoulder and like most men did not wait for any answer. The man had about all he could do to keep the car on the road and going. Shortly before the husband reached home he remembered that he should call at a friend's house. He stopped for this purpose. "I'll be only a minute," he called over his shoulder to his wife, who, however, wasn't in the back seat as he expected. After the call he returned to the car and then he noted that the good wife was missing. Was he excited? He went to the nearest telephone and sent a general alarm for the missing lady.

In the meantime the wife had seen the car fairly sail away from her and leave her, despite her frantic calls to her husband. When she saw that she could not attract her husband's attention, the running of the car being all he could handle, she walked a couple of miles and went into a house for shelter. It was there that she was discovered when the general telephone alarm came through. The husband, of course, came along to the house to rescue his wife. What did she say? What excuses did he make? Was he believed? Did he even tell the truth? Over all these questions the newspaper reports cast a mantle of charity or something. Most newspaper men are married themselves. But one report lifts the veil a little by the sentence: "It was a hectic half hour for friend husband, and the same accident is not likely to ever happen again."

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## Suspended Sentence in Case of Theft of Goods

John Morin Convicted on One Charge of Receiving. Other Cases Remanded to Next Week. Docket Smaller than Last Week.

The Christmas spirit was in evidence at police court on Tuesday when Aurelle Legendre, pleading guilty to the theft of a case of tea, a case of eggs, a case of butter and some bags of sugar from Eaton's grocery here, was released by Magistrate Atkinson on suspended sentence. Both Crown Attorney Caldwell and Archie Brown, for the defense, recommended the suspended sentence as it was said that this was Aurelle's first offence, and he was the sole support of his widowed mother.

Magistrate Atkinson talked to the young man, explained that he might be brought back at any time within two years to be sentenced on the charge if he did not behave himself, and told him that he was to make every effort to repay the value of the goods within that time. "You were in a position of trust with the company and it was up to you to keep faith with your employers," he concluded.

A conviction was registered in the case of John Morin, charged with receiving goods known to be stolen. When the charge of receiving one each of a case of eggs, butter and tea was read, he pleaded not guilty. He conducted his own defense.

A cheque in favour of Leo Legendre for \$23.50 was produced in evidence and Morin admitted that he had paid that for the goods. Crown-Attorney Cald-

bick, in cross-examination showed that \$23.50 was well below the value of the goods but Morin claimed he had given Leo cash as well. This, Leo denied.

The magistrate stated that there would be a conviction but that the other charge against Morin of receiving would be heard before sentence was passed. Morin decided to ask for remand on the second charge in order to get more information. He was released on \$500 cash bail and will appear next week.

Leo Legendre pleaded guilty to receiving stolen goods and was remanded for a week. In order that he might be at liberty for Christmas, he was released on \$500 cash bail.

Clifford Parent was ill, his lawyer pleaded, and asked for a remand and other charges in connection with receiving some of the stolen goods from the same store will also be heard next Thursday.

One first offence drunk paid \$40 and costs, a second offender \$50 and costs and a third offender was given three months in jail.

Two vagrants were given a week to get out of town or to get a job here. A reckless driving charge was dismissed.

Henry Lanthier will pay \$100 and costs or go to jail for three months on a charge of illegally having liquor.

## Dr. Dafoe Expects Influx to the North

Al Smith Among Those who Promised to Come to the North. Dr. Dafoe Well Used in U.S.A.

Dr. Dafoe, physician, to the Dionne quintuplets, returned on Monday from a trip to the United States where he spent a vacation with his brother and the latter's wife. On his return to the North Dr. Dafoe was a guest at the North Bay Rotary Club and spoke briefly. The shortness of the address was largely due to the fact that Dr. Dafoe was suffering from a sore throat.

"Al" Smith, former Governor of New York has promised to visit Northern Ontario and the Dionne quintuplets, Dr. A. R. Dafoe, told the North Bay Rotary Club.

"There is going to be a tremendous immigration to this spot, which will benefit not only Callander and North Bay, but Ontario and Canada," said the doctor.

Accompanied by G. K. Morrison, one of the guardians to the famous babes, Dr. Dafoe, troubled with a sore throat, spoke briefly.

"I think that while I was in the United States I was the unofficial ambassador from Canada," he said. "I found no difference between the people of United States and Canada except that the former don't know much about the Dominion. They know of Callander, but they think it is near the north pole, and that I ride around in dog sleds. I tried to educate them."

G. K. Morrison also addressed the gathering. "Dr. Dafoe and I have been working for our community and North Bay as well for many years. I ask your co-operation in assisting Callander in every way now that it is known around the world."

Just after one o'clock, remote control was switched on at the grill room of the hotel. Dr. Dafoe was introduced by President L. B. Christie, following an address by Mayor W. G. Bullbrook. The doctor did not speak over the radio.

On behalf of the city of North Bay Mayor Bullbrook officially welcomed Dr. Dafoe and Mr. Morrison home again. Despite his international fame, I believe he is glad to be back

in Northern Ontario," said His Worship, referring to the little doctor whose name is now well known in every country of the world.

Everyone with whom he came in contact treated him royally, but he was mighty glad to be back in Callander, was the way Dr. A. R. Dafoe briefly commented on his trip, following a talk to the Rotary Club in the Empire Hotel at North Bay.

The now famous physician to the Dionne quintuplets had a rather bad cold, spoke but briefly to the club members, and fought shy of reporters.

"I am tired, but had a real fine trip, and everyone was very human," said Dr. Dafoe. He stated that he was impressed with the many fine structures, parks and 250s he had seen in the United States.

Dr. Dafoe chuckled when told that he had been quoted in a New York paper, that there is now no fresh milk in this district and canned milk was being used for the children.

"Well, you know what those reporters are like," said the doctor, smiling. "Anything for a story."

Actually there is a herd of cows supplying highly tested milk in large quantities right on the Dionne estate, in which the Dafoe hospital, home of the quintuplets, is situated.

Discussing the world radio broadcast, that he served an area of 500 miles, travelled by horse in the summer and dog team in the winter, Dr. Dafoe said: "I have never travelled by dog team in my life, although I would like to have the experience. I have ridden and driven horses, but that is many years ago. I am better at driving cars."

Other stories published that the doctor served in a district of almost primitive society amused him, and he stated that the city folks across the line were little different to those in Northern Ontario.

Dr. Dafoe expressed that he was well satisfied with the way Dr. G. P. Hamblin, Toronto, and the nurses had cared for the babies in his absence.

London Advertiser:—What passes through the mind of the forlorn exile at Doorn, the almost forgotten man of Europe, as he reads of the royal wedding at London to which he was not invited by his English cousin, and of the popular acclaim of the dynasty which he once hoped to humble or destroy?

## Charge Against H. Carie was Withdrawn Monday

There was a touch of irony about the fact that Monday of this week the charge against Harry Carie preferred by the Sudbury C.P.R. police was withdrawn. Carie was arrested here last week by the Timmins police and held for the C.P.R. police at Sudbury who wanted him on account of some forged money orders. Carie was apparently ill at the time of his arrest and was transferred to the hospital where he was kept under guard. He made such a determined effort to escape from custody at the hospital that he was re-

turned to the town jail. On account of his apparent poor health the police put him in one of the temporary cells used recently for female prisoners. He escaped from this cell Sunday afternoon and so was not available for C.P.R. Officer O'Brien who came here to take to take him back to Sudbury for trial on the forgery charge. In the meantime, however, relatives and friends made full restitution of the money in dispute in connection with the express orders, together with the costs in the case, and the charge was accordingly withdrawn by the complainants in the case.

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# Important Notice

Early in September we announced through the press our latest reduction in Commercial and Domestic Rates

In that announcement we stated that these reduced rates would take effect on all accounts rendered after the end of the year. That date is now very close, and we strongly urge all customers to prepare to take advantage of these low rates by signing the new contract which is now ready at all our offices.

### FOLLOWING ARE THE NEW OPTIONAL RATES

| NEW OPTIONAL COMMERCIAL RATE   | NEW OPTIONAL DOMESTIC RATE   |
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| Fixed Charge \$1.35 per month<br>Plus 2.7c per K.W.H. for the first 100 hours use of connected load.<br>Plus .9c per K.W.H. for all additional use.<br>Plus taxes. | Fixed Charge 54c per month<br>Plus 2.7 per K.W.H. for the first 100 K.W.H.<br>Plus .9c per K.W.H. for all additional use.<br>Plus taxes. |

The taxes at the present time, mean an increase of approximately 11 p.c. on the above rate.

These reductions will become effective on all accounts rendered after the end of the year.

The above rates are net after deducting the usual discount for prompt payment.

These reductions are entirely voluntary on the Company's part and will enable our customers to make fuller use of electricity, and at the same time save money. We also hope with increased usage of electricity we will be able to make still further reductions in our rates from time to time.

If you desire to take advantage of these reduced rates, the new contracts are now available, and if you will communicate with any of our offices, we will be pleased to give you full information regarding them.

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