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Because women know VALUE



Kellogg's Corn Flakes have become the world's largest-selling ready-to-eat cereal because women recognize superior quality and big value.

The red-and-green package holds many generous servings and costs but a few cents. Quality guaranteed. No other brand of Corn Flakes is made by Kellogg in London, Ontario.

Kellogg's CORN FLAKES

OVEN-FRESH FLAVOR-PERFECT

Says Quintuplets Require Guardians

Solicitor-General Thinks the Children would Die if Returned to Their Parents.

Jos. Sedgwick, of the Ontario Attorney-General's department, and who is called "solicitor-general" in the New York newspapers and despatches, and given the prefix "Honorable" as well, was in New York last week representing the government and guardians in the matter of the Dionne quintuplets.

It failed to make suitable business arrangements which will build up a capital structure for the quintuplets and the Dionne family, but we wish to avoid any hippodroming.

As the representative of the provincial government, which at the last parliament took over the custody of the quintuplets until they are 18, Mr. Sedgwick declared: "There has been no thought of permanently separating the five little sisters from the others."

"The board of guardians, which functions under Hon. David A. Croll, minister of public welfare, are trying to build a modern, commodious house for the Dionnes adjacent to the Dufour hospital.

Plan to Build House "The plan is to make it large enough to accommodate the entire family, with other offspring that may come later. The hospital then would be turned into a schoolhouse for the Dionnes and other neighborhood children. But Oliva Dionne, father, is balking this plan. "If I want a house, I'll build it myself," he says.

make up the board of guardians. "The Dionnes have no business experience," said the solicitor-general, according to the New York despatches. "They might fall into the hands of unscrupulous promoters if they had full custody, and within a short time have five little mounds instead of the beautiful, healthy daughters they have today."

"They have been told and accept the theory that the quintuplets may be liltened to a gold mine they might have discovered on their farm. If we had a gold mine," they say, "the government wouldn't take it away from us; we could work it and get rich."

Report of Dome Mines for Quarter Ending March 31

Estimated net profits of Dome Mines Limited for the three months ended March 31, 1935, were \$1,070,146, or a little more than \$1 per share according to a company statement just issued. For the corresponding quarter in 1934 the net profit was \$1,284,748 or \$1.28 per share.

During the first three months of 1935 Dome milled 136,700 tons of ore and produced 50,476 fine ounces of gold. Bullion production, after deducting gold bullion tax and mint charges of \$182,470, amounted to \$1,586,113, against recovery of \$1,897,140 a year ago. Development, operating and general costs totalled \$529,754 against \$524,752 in the first quarter last year. Reserve for municipal, provincial, Dominion and United States income taxes, amounted to \$160,800, less three-fifths reserve set up during 1934, making this item \$97,800; outside exploration written off amounted to \$1,251.

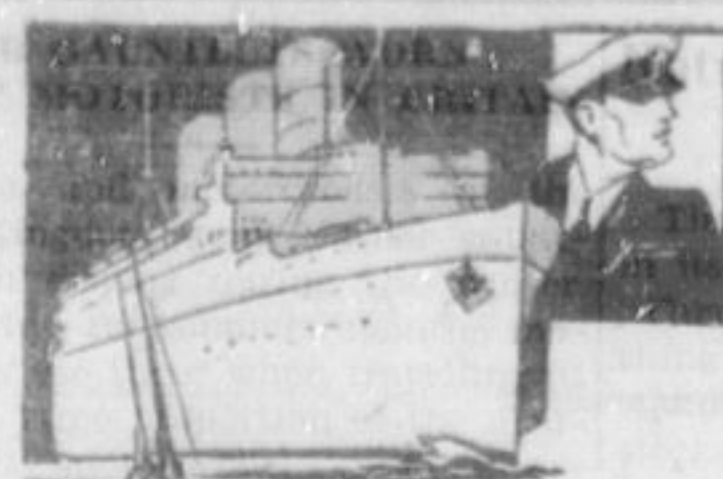
Estimated operating profit for the period under review amounts to \$957,308 to which is added non-operating revenues of \$112,839, bringing estimated net profit to \$1,070,146 as shown above. Estimated operating profit for the corresponding quarter last year was \$1,174,410 and non-operating income \$110,374 or total net \$1,284,784.

Hydro Power at the Viny Gold This Week

Work on Property in Ramore Area Going Along on Schedule. Buildings under Way.

Work on the Viny Gold Mine property in the Ramore area is going along on schedule, officials of the company told The Advance this week. Concrete foundations for the machinery are well on the way and actual installation will begin soon. No actual mining has been done yet this year.

Hydro power will be delivered at the mine within a week, it is expected.



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1,000 miles of sailing down the picturesque St. Lawrence Seaway. Sounds like a cruise, yet it is the regular short Canadian Pacific route to Europe... with only 3 or 4 days on the open sea.

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1935—King George V Silver Anniversary June 3—King's Birthday Celebrations. June 15—Empire Service at Canterbury Cathedral. July 16—Naval Review at Spithead. Plan to attend. An experience never to be forgotten.

Frequent sailings from Montreal and Quebec to British and Continental Ports. Full information from your own travel agent, or R. Y. DANIAUD, District Passenger Agent, C.P.R. North Bay, Ont.

Hunting Zones for the North Amended

Duck Season in the North Limited from September 15th to November 30th.

A despatch on Saturday last from The Sudbury Star's Toronto bureau reads as follows:—The zones for open season of deer and moose were amended for Northern Ontario and during the coming season the areas formerly comprising what were known as "B" and "C" were combined at the final meeting of the game and fisheries committee of the legislature Friday upon the recommendation of E. A. Lapierre, Liberal, Sudbury.

Under the amended Act the open season north of the main line of the C.N.R. from Quebec to the Manitoba boundary will remain the same from September 15 to November 25.

The new area which in future will be known as "B" is described as follows: North of the Mattawa River, Lake Nipissing and the French River and south of the main line of the C.N.R. the open season for deer and moose in this compound division will be October 25 to November 25.

The permission to use dogs under the restrictions earlier announced passed the committee without discussion.

An Unenforceable Proposal The committee made few changes in the amendments to the Act announced earlier. E. A. Lapierre, Liberal, Sudbury, pointed out to the committee that the proposal to make illegal the shooting of deer while they were in the water could not be enforced.

"It is not right that they should be shot in the water," said Mr. Lapierre, "but how are you going to stop it? You would have to have a game warden on every body of water and every stream."

Hon. H. C. Nixon said that all the committee could do was to appeal to the sportsmanship of the hunters. "I think if we put it up to the hunters that way they will co-operate with us."

"Well, it isn't sportsmanlike to hunt with dogs," said A. Des Rosiers, Liberal, Russell. "All they use dogs for is to drive the deer into the water so they can shoot them easier. At least that has been my experience as a hunter. Hunters should not be allowed to have dogs. They should do the 'dogging' themselves."

More Work for Guides Mr. Lapierre also objected to the amendment requiring hind quarters of moose alone being brought out after they were shot. Hunters should be compelled to bring the whole carcass out, he contended. It would give work to our guides in the North, he said.

Mr. Nixon agreed with Mr. Lapierre that it was too bad all the carcass of the moose could not be brought out but pointed to its difficulty.

"You'd need to build a railway in some cases," said W. L. Miller, Algoma-Manitowlin. The committee agreed to limit the duck season in Northern Ontario from September 15 to November 30 and in Southern Ontario from October 1 to November 30.

Bushmen to Benefit by Group Insurance

Year-Round Work for Bush Workers Assured under New Plan by Kapuskasing Firm.

Those who know E. S. Noble, general manager of the Spruce Falls Power and Paper Co. at Kapuskasing, have been satisfied that the bush troubles of the firm were due altogether to evil agitation by the paid agitators making trouble in other areas. Mr. Noble spent several years in Timmins and is well and favorably known here. "He will find some way to settle these paid agitators," said a local business man some months ago, at the same time calling attention to the fact that Mr. Noble was always popular with the men because he always saw that those under his charge were well used in every way. This idea seems to be fully borne out by the following despatch from Kapuskasing last week:—

"A new era has dawned for the lumberjacks and pulpwood operators in this district with the introduction by the Spruce Falls Power and Paper Company of year-round bush operations, 12 days yearly holiday with pay for each lumberjack, group insurance and sickness benefits. Official word of these inaugurations was received here this week from Mr. E. S. Noble, general manager.

"Always a pioneer in the betterment of working conditions for employees, the Spruce Falls Power and Paper Co. has introduced the present system in an effort to retain a permanent staff of known and trained bush workers who will form the nucleus for all camps.

"These men will be retained on the payroll 12 months in the year and will be granted 12 days holidays each year with pay," stated Mr. Noble. "Instead of employing 1,500 men just during the winter months we will keep between 30 and 400 men employed steadily throughout the year without any large employment turnover."

Group Insurance "Thought to be the first time anything in the manner of group insurance has been made available to lumberjacks, approximately 225 Spruce Falls bush employees will benefit by the new scheme. Each employee pays 25c per month for a coverage of \$1,000, the company paying the balance, while for another 25c per month each man is entitled to sickness benefits amounting to \$7 per week in case of sickness. A man will be entitled to two months' leave of absence each year and still enjoy the benefits of his group insurance and sickness coverage.

"In a further effort to establish better living conditions for bush workers, the company has installed a radio in each camp, provided a reading room with literature in various foreign languages as well as English and improved the quality of the food. In conjunction with these improvements, the lumberjacks have organized the Kapuskasing Bushmen's Union with a paid secretary who represents the men at all conferences with the company. Owing to the co-operation from the union and the secretary, Mr. Noble reports that practically all agitators have been run out of the camps by the employees themselves and there is little likelihood of any further tie-ups owing to strikes among the bush workers."

Railroading Governed by Standard Time Zones

A Canadian, Sir Sandford Fleming, introduced "standard" time which became effective among the nations of the world in November 1883, states F. R. Sayer in an article in the April number of Canadian National magazine now being distributed. As a result standard time governs the operation of all railway trains in Canada and trainmen's watches are carefully checked at stated periods by a master clock which is governed astronomically. Timesignals are sent out daily from McGill University to all parts of the Canadian National system. The article mentions a new time micrometer installed by one of the Canadian National watch inspectors by means of which railroad watches are accurately checked. The micrometer gives the same diagnosis of a watch in one minute's operation that could formerly be obtained by a twenty-four hour check.

REMAINS INDIVIDUALISTIC DESPITE ALL COLLECTIVISM

The Sudbury Star says:—"A marvelous creature, the American. He joins a political party, a lodge, a veterans' organization and a book club, and remains the rugged individualist."

WESTERN CANADA

Special Bargain EXCURSIONS From All Stations in the East GOING DAILY—MAY 15 to 28 inclusive Return Limit: 30 days

CENT A MILE—EACH WAY GOOD IN COACHES ONLY

SLEEPING CAR ACCOMMODATION Where sleeping car space is required, the following slightly higher fares apply: (a) Tourist Sleeping Car at approximately 1 1/2c per mile, plus regular berth rate. (b) Standard Sleeping and Parlor Car at approximately 1 7/8c per mile, plus regular berth or chair rate.

CANADIAN NATIONAL

Special Souvenirs for King's Jubilee

Series of Designed Menu Cards Depicting Early Periods in the Story of Navigation.

A series of artistically designed menu cards depicting early periods of navigation days by numerous color illustrations, accompanied by an interesting historical account of man's more primitive efforts in promoting traffic on the seas, has been issued by the Canadian National Steamships. These menu cards will be in use on each "Lady" ship at the Jubilee Gala Dinner served aboard on May 6 in honor of the silver jubilee celebration of His Majesty's ascension to the throne and will serve as an attractive souvenir of the occasion. Some of the subjects dealt with bear titles such as "The Roman Galley Crews Being Trained;" "Launching the 'Edinburgh' 1825;" "The Royal William Leaving Pictou, August 1933," which convey by picture and word a vivid story of outstanding achievements in the development of early navigation.

All of the "Lady" cruise liners will be at sea or at ports en route during this period and, in addition to the jubilee gala dinner, including choice wines and special dishes, there will be a general time of merriment befitting such a historic occasion.

The Lady Somers, bound for Bermuda, the Bahama Islands and Jamaica, will commence her initial sailing for the season from Montreal on May 1 and will arrive at Bermuda 8 a.m. on May 6, dinner being served in port. The Lady Rodney, in service to the same southern colonies, will be on her northbound trip from Jamaica and the Bahamas. She will also be at Bermuda on May 6 and her passengers will have an opportunity of meeting those of the Lady Somers during their stay on the coral island.

The Lady Drake, on her Easter cruise voyage to Trinidad, will serve dinner in that port on May 6 and leaves the following night on her northbound voyage via West Indies Islands to Boston and Saint John. The Lady Nelson, sailing from Halifax May 4 and Boston next day for the British West Indies and Demerara, will be at sea between Boston and Bermuda on May 6. The Lady Hawkins, in service between Halifax, Boston and the British West Indies, will be at St. Lucia northbound during the forenoon of May 6 and at Dominica in the evening.

The annual meeting of the South Porcupine Rink Company, Ltd., will be held in the council chambers, South Porcupine, on Friday evening of this week, April 26th, commencing at 7 o'clock. All shareholders are asked to attend.

ANNUAL MEETING SOUTH PORCUPINE RINK COMPANY

A Dependable Man is a Man Who Advertises

NINE times out of ten you will find that the man who advertises is the man who most willingly returns your money if you are not satisfied.

He has too much at stake to risk losing your trade or your confidence. You can depend on him.

He is not in business for to-day or to-morrow only—but for next year and ten years from next year. He knows the value of good-will.

You get better merchandise at a fairer price than he could ever hope to sell it if he did not have the larger volume of business that comes from legitimate advertising, and goods that bear out the promise of the printed word.

Don't miss the advertisements. This very day they call your attention to values that to-morrow you will be sorry you overlooked.

Don't Miss the Advertisements.



BY APPOINTMENT TO THE Dionne Quintuplets

LAST November, Dr. A. R. Dufour started the Dionne Quintuplets on Carnation Milk. Ever since, they have been thriving on it—gaining famously right along. . . . Many noted baby specialists, you know, prescribe this pure, nourishing, super-digestible milk—now irradiated for "sunshine" vitamin D, at no extra cost. Ask your grocer for the Improved Carnation Milk. Look for the word "Irradiated" on the label. Write for two valuable free booklets—"100 Glorified Recipes" and "Contented Babies." Carnation Company Ltd., Toronto, Ontario.

IRRADIATED For 'Sunshine' Vitamin D The Improved Carnation Milk A CANADIAN PRODUCT WORLD'S LARGEST-SELLING BRAND OF EVAPORATED MILK

MUTUAL LIFE OF CANADA WATERLOO ONTARIO Established 1869 F. W. STOCK, Branch Manager J. E. SULLIVAN GEO. GIBBONS P. A. MACAULAY THOMAS E. BELL Representatives Timmins, Ontario