

# BEE HIVE

## GOLDEN CORN SYRUP

A GREAT ENERGY FOOD

### Jelly, Jam and Marmalade Season at Hand Soon Now

Well to Start Now to Look for Good Bargains in Fruit for Preserving. Pineapples for Canning. Menus for Meals for Next Week.



(By Edith M. Barber)

Now is the time to keep your eyes open for bargains in strawberries, rhubarb and pineapples so that you may make jellies, jams and marmalades. The local asparagus can be found in some markets.

**Sunday—Breakfast**  
Baked Rhubarb With Raisins  
Creamed Finnan Haddock on Toast  
Bran Muffins Jam Coffee

**Dinner**  
Tomato Bouillon  
Radishes Ripe Olives  
Fillet of Beef With Mushrooms  
Baked Potatoes  
Asparagus With Brown Butter  
Strawberry Ice Cream Cookies

**Supper**  
Cheese Ring With Vegetable Salad  
Devilled Eggs  
Meatloaf Tea  
Shredded Pineapple

**Monday—Breakfast**  
Orange Juice  
Cooked Cereal With Dates  
Peaches Toast Coffee

**Luncheon**  
Spaghetti With Anchovy Sauce  
Lettuce With French Dressing  
Cake Tea

**Dinner**  
Baked Tongue, Fried Apples  
Potato Pancakes Grilled Tomatoes  
Boston Cream Pie

**Tuesday—Breakfast**  
Stewed Prunes With Sliced Oranges  
Ready-to-Eat Cereal

**Bacon Hot Rolls Coffee**

**Luncheon**  
Vegetable Soup With Dumplings  
Cottage Cheese Salad  
Ginger Cookies Tea

**Breakfast**  
Beef Loaf  
Creamed Potatoes Baked Onions  
Radishes  
Marshmallow Whip

**Wednesday—Breakfast**  
Grapefruit  
Cooked Cereal  
Scrambled Eggs Toast Coffee

**Luncheon**  
Sliced Tongue Tartar Sauce  
Fried Noodles  
Strawberries Tea

**Dinner**  
Broiled Mackerel  
Rice Croquettes  
Cauliflower With Hollandaise  
Banana Tarts

**Thursday—Breakfast**  
Stewed Apricots  
Ready-to-Eat Cereal

**Bacon Whole Wheat Toast Coffee**

**Luncheon**  
Poached Eggs With Creamed Tongue  
Cabbage and Pepper Salad  
Scones Honey Tea

**Dinner**  
Broiled Ham With Pineapple  
Grilled Sweet Potatoes  
Spinach With Lemon  
Lemon Parfait

**Friday—Breakfast**  
Stewed Apricots  
Cooked Cereals

**Creamed Codfish Rolls Coffee**

**Luncheon**  
Grilled Tomatoes With Cheese  
Celery Salad English Muffins  
Strawberry Jam Tea

**Dinner**  
Baked Shad  
Oven-Fried Potatoes  
String Beans in Cream  
Cabbage and Cucumber Salad  
Rhubarb Pie

**Saturday—Breakfast**  
Orange Juice With Sliced Bananas  
Cooked Cereal

**Boiled Eggs Hot Rolls Coffee**

**Luncheon**  
Shad Roe and Watercress Salad  
Stewed Rhubarb Tea

**Dinner**  
Roast Veal With Stuffing  
Creamed Onion Tops  
Strawberry Shortcake  
Shad Roe Salad

1 shad roe  
1 slice onion  
1 bay leaf  
1 tablespoon vinegar  
2 fresh cucumbers  
French dressing  
Lettuce  
Watercress  
Mayonnaise

Simmer shad roe in salted water with the vinegar and onion and bay leaf for twenty minutes. Cool, cut in slices and cubes and pour over it a French dressing; add one cucumber, peeled, cut in cubes, and mayonnaise to moisten. Place salad on a bed of crisp lettuce leaves; garnish with other sliced



NOTICE YOU ALWAYS USE RINSOL DOES IT REALLY MAKE A DIFFERENCE WHAT SOAP YOU USE IN YOUR WASHER?



OF COURSE IT MAKES A DIFFERENCE! TRY RINSOL YOURSELF—AND SEE WHY THE MAKERS OF 24 FAMOUS CANADIAN WASHERS RECOMMEND IT

So she tried Rinsol next washday—

NO WONDER DORIS WILL USE NO OTHER SOAP IN HER WASHER. RINSOL GIVES THE THICKEST SUDS LEVER SAW—AND GETS CLOTHES 4 OR 5 SHADES WHITER



AND to the woman without a washing machine Rinsol is also a blessing. Its rich, lively suds wash clothes 4 or 5 shades whiter. They last longer, too, washed this "no-scrub" way. Grand for dishes and all cleaning. Easy on hands.

**Potato Pancakes**  
2 cups grated potato  
1 egg  
1 1/2 teaspoons salt  
1 tablespoon soft bread crumbs  
Pepper  
2 tablespoons melted fat  
Mix potatoes with other ingredients. Drop by tablespoons on a hot griddle. Pat down with spatula or pancake turner. Cook slowly on one side until light brown. Turn and cook other side.

**Beef Loaf**  
2 pounds ground beef  
Grated rind and juice of 1/2 lemon  
1 tablespoon chopped parsley  
4 slices bacon, chopped fine  
1 egg  
Few drops onion juice  
1 teaspoon salt  
1/2 teaspoon pepper  
1/2 cup bread crumbs

Work all ingredients together. Form into a loaf and put in a hot well-greased double frying pan. Cover, lower flame, cook twenty minutes on one side. Turn, cook fifteen minutes on other side. Open pan and cook five minutes more.

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### Defends the Chain Stores in Business

Writer Claims They Fill a Useful Place and do Not Use Unethical Methods.

Writing from Toronto last week a reader of The Advance submits the following letter for publication, the communication having previously been published in part in The Toronto Globe:—

To the Editor of The Advance, Timmins.

Dear Sir:—In order that both sides of the question may be given a hearing you are asked to publish the following. The newspapers have had much on the one side of the question, but little or nothing in rebuttal.

Mr. Thomas W. Learie, said to be interested in promoting public sentiment for regimentation of industry, in a recent article (published in the Toronto Globe) entitled "Clearing the Way for Recovery," said that department and chain stores ruthlessly depress prices of primary producers and of manufacturers. I know nothing about department stores, but I believe I am justified in stating that, so far as chain stores are concerned (he was, I believe, referring particularly to food chains), Mr. Learie is wrong.

The function of a chain store is to buy goods at the prevailing market prices and to pass these to consumers at the lowest charge for services of distribution. The great progress which food chains made in this country from 1920 to 1932 was due to their ability to perform an essential service more efficiently than it could be performed by other methods of retailing. And if and when some other method of distribution is devised which will still further shorten the bridge between producer and consumer, the chain store will decline in importance.

The duty of a chain store buyer—his duty to his employer and to the consumer—is to buy food at as low a price as his competitor pays. Then if his internal expenses are as low as those of his competitors, he can sell on the same basis.

If the old-fashioned wholesaler-retailer combination had been as efficient as the chain, the chain method would not have made much progress. But the wholesaler was compelled, or thought he was compelled, to maintain expensive services, including many bagmen and long credits and unwieldy, slow-moving inventories. He also was in agreement with his fellows that no retailer could buy direct from the manufacturers. (But, in Eastern Canada, the two largest department stores had this privilege.)

The chain stores were a prime factor in breaking down this agreement. For a time it looked as if the wholesale grocer was doomed. But he reformed his methods, allowed his retail customers to make direct purchases, and today the wholesaler serves the retailer, in some instances, at an advance of as little as 1 1/2 per cent. over his cost. And the wholesaler is prospering, whereas (on the evidence of the 1934 cost-of-living inquiry) he made money in the old days only when he speculated successfully in commodities.

Mark Senn, M.P. for Haldimand, was a Conservative member of the Price Spreads Commission. Mr. Senn rightly was concerned with the prices of farm products. He thought that chain stores might have depressed the prices of farm products sold by producers locally. I contend he was wrong, but, even if he were right, the admission that chains also sold cheaper was an admission of an off-setting fact.

Mr. Learie's fundamental error, in my opinion, is that he views the price structure as a road on the side of a mountain and that raising the road to a higher terrace is all that is necessary to solve our problems. On the contrary, prices are like water in finding their level. The chain-store buyer who does not buy at the prevailing level—and if he does not find the real level—cannot in these days of ruthless competition keep his company in business long. The margin is too small to enable him to be more charitable to sellers than just to himself.

It has been a buyers' market in the last five years because the consumer has not had enough money to pay for the goods created in the period or left over from the heyday of 1928 and 1929. It can be hoped that we will have a sellers' market again some day. And then economists like Mr. Learie will be the first to protest in the event of consumers crying aloud, and politicians like Mr. Stevens again sagedly inquiring into the problem as they did in 1919. (Mr. Stevens was on that committee, too.)

It is a mistake for sellers to believe that chain-store people like low prices. This mistake should be obvious when you consider that their profits are in cents, not commodities, and that falling prices and lower purchasing power means fewer cents, or fractions of cents, profit per sale and profit per commodity.

If chain store people are opposed to regimentation, to price fixing and regulation to eliminate the so-called unethical trading practices, it is not because higher prices would not be welcome. They are opposed merely because they see, as practical men, the difficulty—the insurmountable difficulties—of regulation. And it may be that one reason politicians (with a few notable exceptions) favour these schemes is that the dozens of bureaus and boards and inspection services and whatnot will add materially to the army of Government employees.

Those who favour regulation make much of the fact that we have a Railway Commission which functions fairly well in the interest of shippers. But there are fundamental differences between stabilizing railway freight rates

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### Experiment in Friendship at Noranda Last Week

An editorial article in The Rouyn-Noranda Press last week had the following to say:—

"An experiment in friendship," to use a term applied by a magazine writer to a similar event in the West, which takes the form of an exhibition in Noranda curling rink of hand-craft by Canadian and foreign-born citizens, is proving a greater success than was ever dreamed of by its most confident promoters and has surely fully justified the formation and initial work of the local Council of Friendship.

"Too much cannot be said in praise of the spirit of good-will and co-operation manifested by the people of foreign birth who have contributed so wholeheartedly and enthusiastically to the success which is being achieved, in the splendid assistance so readily and willingly given by our own French and English-speaking people. The crowds attending and the interest displayed are most gratifying and the final dividends in friendship and understanding between all elements of our population promise to be large and satisfying.

"Brothers under the skin" we all are, but too often we permit more or less natural human prejudices and preconceived ideas about those around us to prevent the happy and friendly relationships which should exist between all classes in the community. Differences of one kind or another are accentuated and common interests subordinated to antagonisms thus aroused, but events such as that now in progress will serve to break down many prejudices and bring about sympathetic intercourse and understanding which cannot but prove helpful and result in many benefits from a local standpoint.

"The Rouyn-Noranda Press warmly congratulates all those associated in the undertaking who have in any way contributed to its success, and hopes that the good work thus started will be continued in other activities aiming towards continued promotion of good-will and friendship in these communities and among their many diverse elements."

Sault Ste. Marie Star.—It is almost 21 years since the Great War broke out and almost 17 years since it concluded. Yet it comes as something of a shock to read the news that France is now calling its "war babies" to the colours. There has been time for a while new generation to come to manhood and yet the world is still suffering from the repercussions of the late war and is living in fear of another.

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### Opening of Memorial Park Cochrane, Dominion Day

Preparations are in progress for observance of the semi-jubilee anniversary of the founding of the Town of Cochrane, which will take place June 30 and July 1, this year.

Sunday, June 30, the new Memorial Park will be opened, and a memorial cairn unveiled by Very Rev. Canon Scott, Chaplain-General to the Canadian Expeditionary Force in the Great War. This service will be attended by veterans from all over the North Country and will mark the commencement of the jubilee celebrations.

For July 1 sports of all kinds have been arranged. During the afternoon swimming races will be run off in Commanda Lake, where the swimming pool is located. The arrangements for this portion of the programme are in the hands of a committee headed by Ex-Mayor F. C. Ivy.

A grand parade through the streets of the town will lead off the afternoon events and will include the firemen of the Cochrane district who are that day staging their annual sports day in the town.

The field sports are in the hands of a committee under the leadership of Councillor A. D. W. Outhbert, while the ball games are under the supervision of Councillor M. Owens and his committee.

A grand jubilee dance will be held in the high school auditorium in the evening and if necessary other halls in the town will be taken for this event.

The general committee, appointed by town council, is under the chairmanship of Magistrate Tucker. The advertising committee is in charge of W. R. McVittie. The town will be suitably decorated, the arrangements having been placed in the hands of a committee under ex-Mayor R. R. Mitchell.

Work is proceeding now on the completion of the Memorial Park and during the month of June all committees will be making final arrangements. During the celebrations, the committee have arranged for the official film of the Great War, "Lest We Forget," to be on view in the Empire Theatre in Cochrane. A large influx of visitors is looked for during the two days and many former residents of the town are expected back for the celebrations.

San Francisco, Argonaut.—Merit is what readers really want, not brevity. Of course, if a piece of writing be destitute of merit, the shorter it is the better. It really ought not to have been written at all. If a piece of writing is worth printing, its worth may be, in part, owing to its length, since its length guarantees its thoroughness. Even an editorial can be so brief as to be meaningless, except as an exclamation point of hysteria.