# Sole Bros. of Generations of Watchmakers, Jewellers

### Ernest and Fred Sole Come From a Family of Jewellers, Watchmakers

Opened First Store in Rouyn in 1932. Moved to Larger Rouyn Store and Then Opened in Val D'Or and Kirkland Lake. Timmins Store to be Largest and to be Main Office for Chain. Built Business on Axiom.

"We are watchmakers. Our fathers were watchmakers before us. We come of a family of watchmakers," said Ernest and Fred Sole, owners of Timmins new jewellery store, when asked about Fighting Service

The store which opens here this week will be the fourth and the langest built by these two brothers since they started in business in Rouyn in 1932.

Although their beginning was humble their growth was rapid. Starting from a small store in Rouyn in 1932, their business increased so rapidly that in 1936 they were forced to move out and into larger premises.

their fortunes in the North and its tailored twin wing-insigniaed uniform growth and they opened another store, this time in Val d'Or. Up to this time Earl (Jelly) Jellison of Timmins, Kirkboth of their stores were in Quebec.

cessful as did the other three and this | Southern and Central Ontario. year the brothers decided to put into action an idea that they had talked of and considered for some time. They Bay and working with Canadian Airbegan negotiations for a store in Timmins. After several months the store photo-mapping of a large bloc of teris ready for them to move into. It rain east of the city, Flight Lieutenant will be the biggest of the chain and Jellison late last week rejoined the will contain the head office of the R.C.A.F. and is under orders to proceed business and all its office personnel

On the staff here will be several naval bombing squadron of flying boats highly skilled watchmakers-men who have been well qualified enough to act successfully and satisfactorily as watch Northern Ontario Railway in Quebec.

compose the staffs of the Sole Brothers' stores is to be about twenty-five. Of that number ten will be in Timmins.

The Sole brothers have built their business on an axiom that sounds hunting down U-boats in the English rather unique in this day of mistrust and dishonesty. It is that every man is essentially honest and trustworthy and will, if given an opportunity, pay his debts. For that reason the brothers have built a business on long term credit with small payments. Furthermore, with them, business has been good. They have prospered by believing that men are not essentially dishonest, but good. It sounds like rather a peculiar axiom to take into the hard-boiled business world but the brothers testify that they both honestly believe it and are willing at any time to put it into

In addition to being watchmakers Ernest and Fred Sole are licenced opticians. Although there will not be an optical department attached to the store here, at present, there will be an optical repair department.

### Understandable

Several times he repeated the re- tail with a stream of machine gun lead. quest until at last, losing his patience, he bellowed: "Hi! Ain't none of you knocked-kneed, hen-brained perishers isn't a big-time mining man in the

"why on earth couldn't you have said with the flight lieutenant. that at first. 'Ere, catch!'

### First Northern Pilot to Transfer to Air

mercial Work for War Service.

North Bay. Nov. 8 .- Northern Ontario's first R.C.A.F.-trained pilot to climb out of the rubber boots, oil-stained flannels and windbreaker of com-In 1936 the brothers decided to stake | mercial aviation and into the smartly of Canada's fighting birdmen is land, Noranda, North Bay Sudbury, In 1936 a third branch was opened, Sault Ste. Mare and all points north of in Kirkland Lake. It proved to be suc- that invisible line below which starts

> Here in City Currently headquartered in North ways Pilot Norman Forester on the to Vancouver where he is to lead a

in training on the Pacific coast for wartime service next spring. Now a flight lieutenant, but immediinspectors for the Temiskaming and ately slated for promotion to the rank of squadron leader, "Jelly" as he i The total number of persons who known through the Northland, is in receipt of advice that the span of Strangaer or Consolidated nava bembers he is to head, will be assigned

> Channel and the North Sea. A bush flier from away back, Jellison a pilot of 21 years experience, was with the R.C.A.F. from 1927 to '32, based

early next year to coastal patrol, likely

#### at the Ottawa Air Station. Knows North Well

Flying for both Canadian Airways and General Airways, "Jelly" knows by heart the rock, bush and river from North Bay to Moosonee and from Ottawa to the Manitoba border, having really doesn't need. freighted pay-loads in and out of every mining settlement in the North and frequently operating from the cities of Sault, Sudbury, North Bay and the Lakehead. In one summer alone when operating out of Noranda, Jellison car- fore ied 4,600 passengers.

In his years of flying the North Jellison rates among his outstanding cargoes the persons of his commanderin-chief-to-be, Air Marshal Bishop, Gene Tunney, Ben (Sell 'em) Smith, flying. who presented him with a \$50 bill and told him to buy a good cigar, and Roy Brown, furious fighter in the war-A young recruit, remembering his time R.C.A.F. who shot down Baron mother's advice always to be polite, Manfried von Richtofen when the most displayed his best manners in the mess | daring of German aces was chasing W. by quietly asking, "Please pass the R. "Wop" May's plane across the Flanders' skies, peppering the Canadian's Boeing Clippers.

Jellison's northern friends say there got enough manners to pass the salt?" Northland, with the possible exception "Oh, crumbs," said a quiet voice, of the heads of Inco, who hasn't flown

Knows Them All

A few among the mining chiefs

### YOUR FRIENDS WILL ADMIRE YOUR SILVER

If You Use a

### **DUPLEX POLISHING CLOTH**

TWO CLOTHS IN ONE

CLEAN - CONVENIENT - EFFICIENT ASK YOUR JEWELLER

Congratulations

SOLE BROTHERS

whom Jellison has flown are Jack Fine Flatware Featured Hammell, of Pickle Crow and Uchi, J. G. McCrae, of Sigma, C. O. Stee, of Siscoe, Oliver Hall, of Noranda, Joe Errington, of Little Long Lac and MacLeod-Cockshutt, H. N. Read, of Lamague, and R. F. Bertrand, of

Born to adventure at Nanking, o parents in medical-missionary service, "Jelly" at the age of three could speak only Chinese when the family came back to Canada.

Jellison sprouted wings in 1918 and has been using them ever since.

This summer with his photographer Bert Lovatt, of Montreal, he made an aerial survey of 2,380 square miles in the interior of Newfoundland for British pulp and paper interests.

#### Loses Holidays

In an awful rush to get into army flying service again, Jellison reported J. Earl Jellison Leaves Com- back to Montreal after completing his Newfoundland assignment less than two weeks and, and signed on with the R.C.A.F. at a time when a chief executive of Canadian Airways was hurrying to Ottawa to plead with the Department of National Defence to take no more commercial birdmen.

The department, advised by commercial aviation companies that further loss of trained personnel would bring down the curtain on civil aviation for Canada, issued what amounted to a blanket exemption for the pilots of Canadian Airways and other com-

#### "In" to Stay

But they were too late for Jellison, ment the exemption which had been | Lake and Rouvn stores. extended to cover him.

what is probably the Dominion's most expert team of aerial photographic

Lovatt wants to go with the R.C.A.F | Avenue. too, but he didn't make the jump before the exemptions were clamped on, a measure by which Ottawa saved commercial aviation from becoming the first Canadian war casualty.

Jellison was supposed to have had two weeks' leave, but as Canadian Airways was hard pressed to clean up the mapping job east of here, he is spending his furlough helping Pilot Forester to rush through the job.

#### Needs no Training

Then he heads west to Vancouver and the naval bombing squadron to take training, which, he swears, he

"When you've handled a light ship with pontoons it's easy to fly a boat,' explained the flight lieutenant, who should know what he's talking about, having piloted the big flying boats be-

The flying boats, he related, are much tougher and sturdier jobs and can be set down on water with less difficulty than the light pontooned ships used in Northern Ontario bush

will be made up of either Stranraer or Consolidated flying boats, similar spanning the Atlantic this summer. Pan-American Airways, also doing transaltantic hopping, uses the big

### Carry Big Crews

The "Strans" and "Cons," both big Bette. twin-motored flying boats, are used for coastal patrol, and, according to good information, Jellison's squadron will see service as sub-hunters.

The Stranraers carry big crews-two pilots, a navigator, a radio operator, an engineer, two gunners and a bomber-and the Consolidateds two less

Flying boats, they seldom go far ining airman probably won't be in the rectly. Dark red slacks, tucked into flight when the big bombers raid in- sky blue angora socks, with brown side the Reich. But the "Strans" and leather, no-heeled mocassins on her on such military objective as Keil, plain beige cashmere pullover (which Heligoland, the Sylt Islands, although next to the mink coat made the gals the flying boats are not as swift as the sigh with envy), over a white shirt, a big land bombers.

back in Northern Ontario again, for head. Canadian Airways, it was learned.

### by Sole Bros., Jewellers

Sole Bros. feature silverware manufactured by Canada's oldest silverware at the Age of Eighty company, the McGlashan, Clarke Co. of Niagara Falls, Canada, who have been in business for eighty years manufacturing a complete line of flatware from nickel silver up to the heaviest grade, or King's Plate line.

This Company has been privilezed to supply many of the leading hotels from coast to coast, including the Royal York, Chateau Laurier and the new Hotel Vancouver with King's Plate flatware and has recently added to its day at the age of 70. range of designs the beautiful Mayflower pattern for household use.

This pattern which has become the choice of Canadians has been carried by Sole Bros, at their Kirkland Lake and Rouyn stores since its introduction and will be featured by their Timmins

### **Huge Signs Are** Hallmark of Sole **Brothers Stores**

Sign in Front of Store Here One of Three. Believed Among Largest in North.

Illuminated signs erected in the fronts of at least three of the four Sole Erothers jewellery stores are among the he was already "in," and advised both largest, if not the largest, in the North. Ottawa and Canadian Airways that Signs similar to that in front of the he was "in" to stay, refusing to imple- store here are a feature of the Kirkland Paul Hymans, former foreign minister,

This sign is twenty-five and a half This, according to "Jelly's" friends feet long, and at its widest point, is in North Bay (and he has a pack of well over seven feet. It contains the them) was something of a serious name of the store in neon tubing and handicap to Canadian Airways for the | the lower portion contains a huge clock company in Jellison and Lovatt, has which chimes the hours, half hours and quarter hours.

> Painted in bright colours the sign may be seen for the full length of Third

Its great weight has necessitated a steel structure on the top of the building to hold it. The steelwork is an elaborate affair designed to bear the great weight.

### North Bay Opinion of Famous Actress Miss Bette Davis

Star Visited the Five Fa- Golden Border, a distinction specially mous Stars at Callendar.

The writer of "Chit-Chat," the column on the Women's Page of The North Bay Nunget, has the following to say about Miss Bette Davis, the famous Hollywood actress who recently visited Callendar, Ontario, to see the famous quintuplets:-

Miss Bette Davis, looks exactly like everybody expected she'd look. Not a glamor girl, in the Hollywood sense Out on the coast, Jellison's squadron of the word, that is, expensively clad, jewel-laden and reeking sex-appeal, but she's a good-looking young woman those used by American Air Express in with an interesting face and an unusual personality. Not, of course, that Miss Davis is not attractive to the male eye She is, definitely. Though it's hard to imagine when you think of her in her Mildred role in "Of Human Bondage. But Mildred was interesting, and that's

"When she breezed out to the Dionne Nursery Saturday morning to pay a flying visit with the husky young ladies who inhabit the place, Bette gratified every single fan's idea of a glittering Hollywood star by wearing a mink coat This was a honey too, darkish rich brown and loose, and expensive-looking men, probably dropping one pilot and It wasn't just for effect, either. The day was darn cold.

"Studied carelessness would probably land, so Northern Ontario's first fight- describe the rest of her trappings cor-"Cons" can be used for bombing raids quite small feet. With the slacks, a white knitted thing-a-mabob with long And when it's all over "Jelly" will be earflaps plunked on the back of her

"Bette was pleasant, with a smile have put it in writing, without his ask- that showed magnificent teeth and ing, that a plane will always be ready made you like her right away. Her hair is blonde, darkish blonde with red glints in it. She only took off her dark glasses once during her round with the fans. Her eyes are just as large as they are on the screen, and beautifully blue. She has a prominent forehead, nicely rounded cheeks and a pert chin. She's small, by the way, about five-foot-two, we'd say offhand and pleasantly curved.

> "She seemed to get a supreme kick out of it all, the quints, the whole Dionne set-up and the autographhunters and picture-takers, to whom she gave in after mild protest of "a long way to go today.'

"Last we saw of her, Bette was wheeling her pretty yellow station wagon through heavy Saturday morning traffic, quite as expertly as she handled the mad Carlotta role in "Juarez." And she'll probably get the Academy award again this year for

### To Put It Mildly

A burglar who robbed a North London house left behind a jemmy of amusual shape which is now in the possession of the police. If he will call at the local station he will hear something to his disadvantage

### **Noted Burgomaster** of Brussels Dies

War. Held Office Unti His Death. Brussels, Belgium, Nov. 8.—Adolphe

imprisoned by Germany during the Great War and who had held office continuously ever since, died on Mon-Adolphe Max, who once declined the

Belgian premiership to remain Mayor of Brussels, broke all records as holder of that office. He was named burgomaster on October 12, 1909, and was chief citizen of the Belgian capital for a longer period than any of his predecessors throughout the city's centuries of history.

His heroic stand against the German invaders on the outbreak of the war in 1914 made him easily the most popular man in the whole of the tiny kingdom and he never lost his place in the hears of all Belgians.

A lawyer by profession, Max was born December 31, 1869 and graduated as Doctor of Law at Brussels University at the age of 25.

On October 3, 1903, he was elected member of Brussels city council, after nine years as provincial councillor for Brabant. He soon forged ahead to a position of leadership in both the municipal and national Liberal groups, eventually shiring with his old friend the control of the Liberal party.

During the first few weeks of the German occupation of Brussels in 1914. he was a constant source of inspiration to his citizens, and refused to submit to German authority. He was arrested September 26, 1914, taken to Germany, and held prisoner in various German towns unitl he escaped on Noverber

When he returned to Brussels he was received with delirious enthusiasm. made a Minister of State, elected member of the Royal Belgian Academy, and named vice-president of the Superior Congo Council.

In 1919 he was elected to the House of Representatives, receiving more preference votes than any other candidate. On the occasion of his silver jubilee as Mayor of Brussels, when he refused to allow any celebrations, King Leopold III invested him with the Grand Cordon of the Order of Leopold with the created for him. Among his foreign decorations was that of the Grand

### Now We Know!

Cross of the Legion of Honor, a rank

usually reserved for heads of states.

A man in a London police court assured the magistrate that since he last "Hollywood's No. 1-by-far actress, appeared in the dock he has kept the peace. So that's where it has been!

#### Empire More United Than Ever Before in History

Winnipeg Free Press:-The conference in London will not pass unnoticed by Hitler, Goering and von Ribbentrop. Won Fame in the Great but can they really comprehend the British way? The German ideal has little Tommy-he was playing truant. always been the consolidation and concentration of power. That has been carried to a greater extreme under ted him. It was a tense moment, and the Nazi regime than ever before. How Max, Burgomaster of Brussels who was could the Nazis possibly understand the close, voluntary co-operation of the ed the master. "This isn't a holiday!" members of the British Commonwealth? How could they understand

tions has been strengthened rather than weakened by the complete freedom they have lately attained?

The mid-week local football match had been too great a temptation to Suddenly he spotted the headmaster, and saw that the headmaster had spotcalled for some quick thinking.

"What are you doing here?" demand-"No sir." replied Tommy sadly; "I'm

just wandering about in a dazed conthat the bond uniting the British na- dition, owing to loss of memory."



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on the opening of their beautiful new jewellery store in Timmins

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