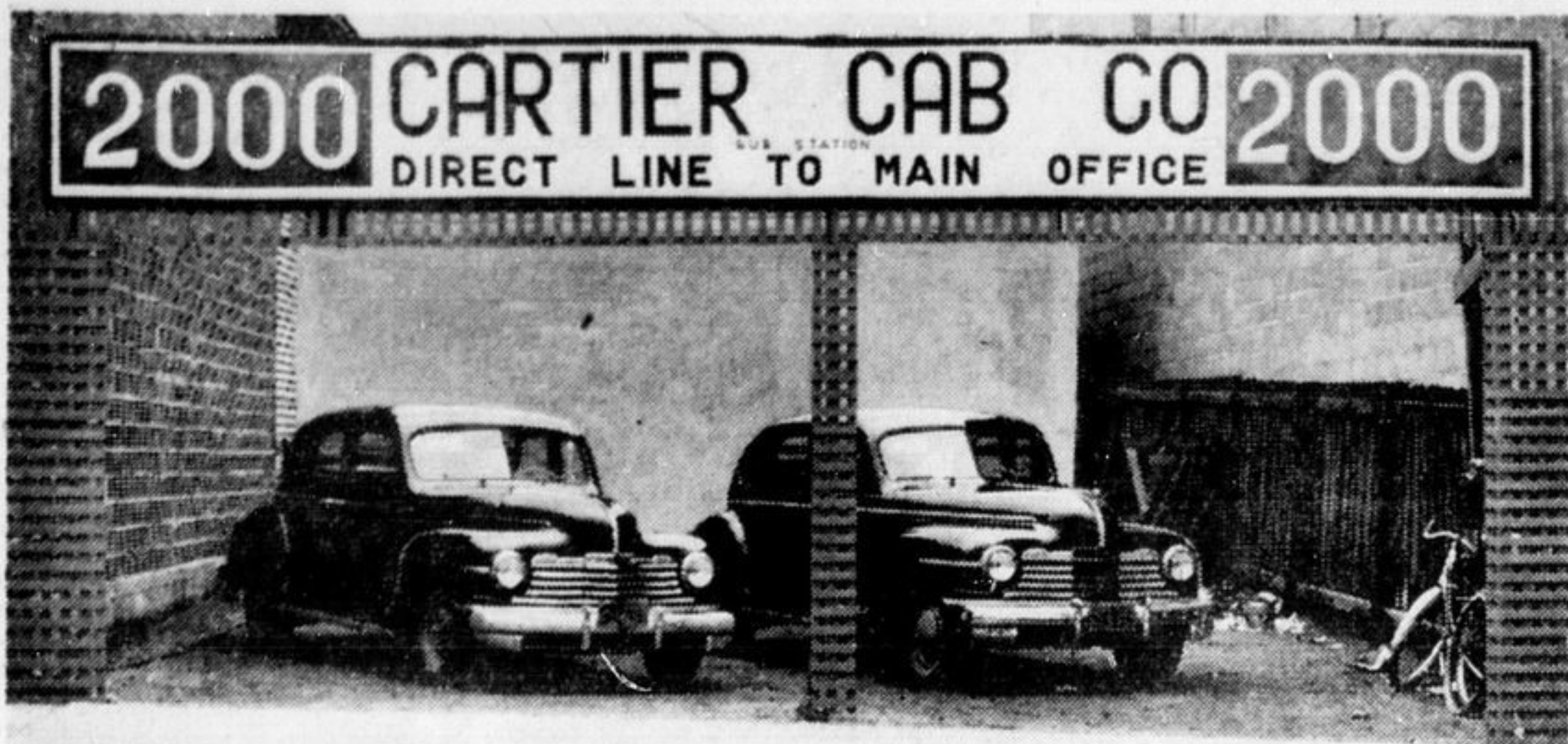


Cartier Cab Co. Celebrates Their 3rd Anniversary



The Cartier Cab Company's Sub Station on Third Avenue—next to the A. & P. Store.

Cartier Cab Company Has Taken Great Strides in Three Years of Business

Company Started Three Years Ago with Three Cars and Now Has Large Fleet of Eleven Cars. Safety is Foremost Thought of All Cartier Drivers.

Sky-rocketing from a small business using three cars to one of eleven cars today, the Cartier Cab Company is this week celebrating their third anniversary. The meteoric rise of this enterprising young business is credited to the hard and long hours of work of the youthful owner of the business, Eddie Vaillancourt.

When Eddie started the taxi business three years ago he had very little in equipment to work with but steady and hard work sent the business successfully ahead so that at the end of the second year of business he had a fleet of eight cars. Three more new cars were acquired this year to bring the business' total fleet to eleven.

The foresight of the energetic owner in acquiring a large fleet of cars has proven valuable in the light of recent events. Now that the automobile industry has been converted to the production of war machinery and no more new cars may be purchased, the Cartier Cab Company are in the enviable position of having an abundance of new cars to last for the duration. All Cartier drivers have been instructed to take every precaution to save the wear and tear of the cars so that the public will be able to ride in the best cars in

town when they use the services of the Cartier Cab Company.

Throughout their three years of business in Timmins the Cartier Cab Company has led in all new improvements that tended to make the trips more comfortable for their patrons. The Cartier was the first company in Timmins to instal ski racks on the backs of the cars for the convenience of the district's skiers, they were the first to use uniformed drivers, the first to make pick-ups along the route on all trips, and the first to use sub-stations. Now the company has come out with a new idea again, the using of women drivers.

In introducing the ideas of opening sub-stations and using women drivers Eddie Vaillancourt has taken two steps toward altering his business to fit into the war picture. Before the war is over many changes will have to be made in all taxi businesses and this is realized by the youthful, owner-manager of the Cartier Cab Company. Women drivers will soon be the vogue in all taxi companies and by hiring them the Cartier Cab Company is releasing men who can be used to better advantage in some other work as a part of the Canadian war machine.

Men drivers are hard to get these days

because a man can't be hired if he is of military age and experienced women drivers are needed. Already the women drivers on the Cartier pay-roll are gaining a reputation as the safest drivers in town.

Eddie Vaillancourt knows that before his firm celebrates its fourth anniversary there will have to be many changes made in the business and he is well-prepared to make those changes. He knows that he will have to practice strict economy to make his cars last for the duration and for that reason he has instructed his drivers to take extra precautions on the road these days. It has always been safe to ride in a Cartier Cab but today it is safer than ever. The drivers are forbidden to make speedy starts or skidding stops and in this way the life of the car will be prolonged.

The Cartier Cab Company will undoubtedly have to make changes and possibly do away with some of the comforts that are now provided in their taxis but they know that their patrons will accept these temporary losses because they know it isn't the fault of the company.

Pilot Officer Dennis Duxfield Reported Missing

Did Not Return from Bombing Trip.

Schumacher, May 27th. Special to The Advance.

Mrs. Dennis Duxfield, Timmins, received word last Friday that her husband, Pilot Officer Duxfield, of the R. C. A. F., who was out on a night flight, had failed to return to his base. There were two Canadians on the crew of the bomber—Pilot Officer Duxfield and another Canadian officer. Pilot Officer Duxfield is the son of Mr. and Mrs. E. Duxfield, First avenue. He has been doing some very active flying lately. Highest hope is held out by his many friends that he may have made a forced landing and good news may be received soon of his safety.

Globe and Mail—There are rumours that Mussolini would like to make a separate peace. Any overtures at this time would probably be rejected, the United Nations having a pretty clear idea of the role they will give Mussolini one of these days.



E. VAILLANCOURT
Manager of the Cartier Cab Co.

We Extend
Congratulations

To Our Namesake

The Cartier Cab Co.

On the Occasion of Their

Third Anniversary

Cartier Theatre

"The Showplace of Timmins"

Automobile Insurance

CONSULT US FOR LOWER RATES
CONCERNING CERTAIN RISKS

Do not take the risk of Driving your Car or Truck Without
Adequate Protection.

BEST RATES AND CLAIMS SERVICE

SULLIVAN & NEWTON

SECURITY — SERVICE

21 Pine Street North

Timmins

Phone 104



THE CARTIER CAB CO.

CELEBRATES ITS

3rd Anniversary

By Giving the People of Timmins and District

BETTER SERVICE

- The First Taxi Co. With Sub Stations
- The First Taxi Co. to Use Women Drivers

Cartier Leads!

11 CARS TO GIVE YOU BETTER SERVICE

4 LINES TO CENTRAL

PHONE - 2000

HEAD OFFICE

Corner of Third Ave. & Mountjoy St.