Plug tobacco goes farther, because it lasts longer in your pipe. It's fresher, too, because the big plug doesn't dry out and you cut it coarse or flaky, to suit yourself.

DIXIE

PLUG SMOKING TOBACCO

FINANCIAL FLASHES

Interest Centres on Sturgeon River Area

Once again western Ontario is experiencing the mad excitement of another GOLD rush and many important looking discoveries have been made over a stretch of territory with a length of some forty miles and about four miles wide. While a number of promising showings of visible gold were uncovered at earlier dates, the real excitement did not start until June, and since that time the length and width of the district has steadily grown. It is seldom that so many of the older and soundly established mining companies have been so prominent in securing ground and options as has been the case in this field. Among those who have already secured claims are Coniagas Mines, Kirkland Hudson Bay (controlled by Lake Shore), United States Smelters, Macassa, International Nickel, McVittie Groham and others. Several of the properties held by these companies are already under active development and results of work done to date in the district cannot help but create enthusiasm over the outlook. Literally hundreds of veins have been opened up and showings of visible gold has become a common occurrence.

The eastern section of the new district lies some sixteen miles northwest of the Little Long Lac field, which has been so prominent during the last year. In this part of the field several properties have been under development for some months, and last winter a shipment of gold ore from surface of the Dik-Dik property was sent to the Flin Flon smelter in Manitoba and it is said that after all charges were paid a return of some eighty dollars per ton was obtained. Other companies in this section include the Jomac Gold Syndicate, Sturgeon River Exploration Syndicate, U.S. Smelters, Int. Nickel subsiduary, and Kirkland Hudson Bay (Lake Shore).

In the central and western sections of the camp Coniagas, Kirkland Hudson Bay, Oliver Severn Syndicate, McVittie Graham, the Connell interests, Spring Exploration and many others are prominent with important looking strikes having been made.

General opinion, of those who have visited the new area, is that it seems likely that this district will outshine even the spectacular Little Long Lac section before many months have passed and certainly as the situation looks at present, this does not seem to be any exaggeration.

Rush To Market Wheat

Western farmers are said to be rushing their wheat crop to market at an unprecedented rate, according to reports eminating from western centres. It is estimated, now, that this year's crop will exceed the 1933 one by some 15,000,000 bushels and in addition the price is about seventeen cents higher. One third of the marketable crop is already in the elevators, with quality being good from the southern sections. Frost has affected grade from the northern sections with the exception of the Peace River country which escaped the frost and is said to have a very fine crop.

Malting barley is reported at a premium and present prices are over 60 cents, as compared with about 36 cents last year. A considerable amount has been shipped to the American market with the result that Canadian buyers are unusually active in soliciting this grade. Cash quotation for the best quality of malting barley is around 80 cents.

Long Lac Adair Mines

Word coming down from this companie's property continues to be of a decidedly optimistic nature and Frank Leslie, in charge of operations, states that another new vein, running at right angles to the big number five, has been uncovered for several hundred feet. First assay from four-foot channel ran well over $7.00. Two additional assays from the number five ran over $14.00 and $6.00. The management are now considering plans for winter development, and it seems likely that shaft sinking will be started in the near future. Results of work to date on this property would indicate that Long Lac Adair has real possibilities of bringing in a producer.

Rail Revenues Rise

The steady increase in traffic revenues of the Canadian Railways, which has continued almost steadily for over a year provides one of the bright spots in the Canadian economic picture. With the exception of June, when a slight decline was recorded, combined traffic revenues of the two roads have shown an increase each month over the same period a year ago. During the month of August the increase amounted to 4.89% while the first two weeks of September recorded an increase of over eleven per cent., as compared wit the same two weeks in 1933.

Dominion Coal Co.

It is reported on good authority that notice will soon go out to shareholders proposing a reduction in the preferred dividend rate to 6% and at the same time offering preferred stock in lieu of arrears of dividends on the issue. It is understood that, if this arrangement is completed, dividend payments on the new basis will be resumed right away.

Humberstone Shoe Co.

For the year ending July 31st this company earned $2.87 per share on the outstanding common stock and sales were reported as being the highest in the company's history. Earnings were shown at $66,073 as against .63,429 for the previous year.

Working capital also showed improvement, being $383,103 as compared with $369,172 in July, 1933.

Mineral Output Shows Big Advance

Figures released by the Dominion Bureau of Statistics show that mineral production in Canada for the first six months of the current year has made a very substantial increase. All metals except arsenic and the quantity of gold showed big advances. Gold output was only one per cent. less than in the first six months of 1933 but the average price of gold in Canadian funds during the period ending June 30 was $34.67, as compared with $25.75 in the first half of 1933. Output totalled $49,862,602, a new record high and an improvement of some 33% over the 1933 period.

Total of all minerals for the period under review amounted to $131,942,180 as against $90,647,151 in 1933, an increase of approximately 45%.

Sturgeon River Exploration Syndicate

Following the intense interest which has developed through the widespread and almost sensational discoveries in the Sturgeon River district, announcement is made of the formation of the Sturgeon River Exploration Syndicate for the purpose of acquiring properties and interests in other companies operating in the area. The Syndicate has already obtained a substantial interest in one three-million share company with acreage in the heart of the area where spectacular surface showings were responsible for the present intense interest in the district; has several properties under option and has others under consideration.

Recognizing the tremendous profits which accrued to pioneers in such fields as the Little Long Lac Area, the Syndicate management feels that the same opportunity exists in Ontario's most recent prospective mine-making district, and it is the intention of the syndicate to wholesale part of its holdings, but at the same time retain interest in the properties through holdings of securities to be issued by the operating company.

The Sturgeon River Development Syndicate, which will shortly be publicly announced, will have as its purpose, actual financing and development assigned to it by the Exploration Syndicate. Unit holders of the Exploration Syndicate will participate on a preferred basis in the issue of Development Syndicate units and will also get preferred position as, if and when share companies are formed and offerings made.

In Sturgeon River, during the past month or two, literally hundreds of veins have been reported to have been discovered, and many of these are said to be of a spectacular nature. Geological conditions are reported as excellent and it seems reasonably certain that a number of new producers will be added to Ontario's steadily growing list.

Briefs

McIntyre Porcupine Mines is reported to have three drills working on property recently optioned in Hislop Township, with eleven holes completed to date.

Teck Hughes has reduced its dividends to ten cents per share quarterly, as compared with former rate of fifteen cents per share.

Lee Gold Mines has acquired holdings in the new Sturgeon River Area and is planning immediate development.

Calgary and Edmonton Corporation income for year ending June 30th was $19,376, as compared with $16,866 for the previous fiscal year, while income in realization account was $132,477 as against $97,124 in the previous year.

St. Anthony mill is now treating some 146 tons per day. Gross production in August was $36,300 as against $25,000 in July.

Trafalgar Long Lac Mines has uncovered a new vein on its property in the Long Lac section.

When Hollinger shares sold through $21.50 last week they touched a new high record since 1927.

Profit of Beattie Gold Mines for six months to June 30, reached $122,078.00 with over $75,000 of this being earned for the second quarter.

Buys New Yacht

Something new in yachts is being built in the 64-foot sailing schooner now under construction at Newport Beach for Richard Arlen Paramount star. The vessel has a spring floor in the galley, which according to Arlen, means that no matter how rough the seas and no matter how rough the sea, and no matter how far the boat may rock, the floor of the galley remains perfectly level, thereby permitting cooking in all kinds of weather.

The measure of choosing well is whether a man likes what he has chosen.—Lamb.

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FALSE TEETH

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Sprinkle on Dr. Wernet's Powder and you won't have to think about your false teeth all day long. Joyous comfort is yours. Eat anything you want—it holds plates firmly in place—they positively can't slip or slide. Forms protective cushion for sensitive gums. Leaves no colored, gummy substance—keeps mouth sanitary, breath pleasant. Prescribed by world's most noted dentists. The cost is small—the comfort great. Any druggist.

News of the Air

Last week we gave youse all a couple of accounts of the rise of Public Enemies No. 1 and 2, Rudy Vallee and Bing Crosby respectively. It is with mingled feelings that we relate the story of the rise and fall, (yes, fallen already so soon) of a singer, with a future that was every bit as bright as those of public enemies Nos. 1 and 2 have proven to be. Just think back a few years to those early morning programmes emanating from New York and sponsored by a big soup manufacturer. The whole hour was built around a young singer who had earned a fair degree of success in and around New York, and the powers that be, decided that he was star material and only needed the building up to put him in that class. The programmes were a big success, so the next step was to give him an orchestra of picked men and spot him at the Statler Roof in Boston. As you expected, after his first week, everyone, with the "what-it-takes" were there dancing to his music and listening to his singing. The second week though, something seemed to have gone wrong, the band was better than ever, but his voice had hit that long long trail. He would attempt a note, falter, hit it, then waver miserably. As the weeks passed, it became apparent that his voice was getting worse rather than improving. Needless to say, his contract was not renewed. N.B.C. must have dropped him completely also, for he was heard only occasionally in the two years that followed his dismal debut.

The past week, we were listening to the very fine music of Leo Reisman's orchestra on the ciggie half-hour, when, of all things, who should we hear singing, but the very man who seemed to have missed out as far as reaching the top was concerned.

Lou Conrad, for that is his name, is singing a song or two in an absolutely obscure role.

It goes to prove what Winchell says, "It's tough enough getting to the top of the ladder, but it's tougher to stay there."

Just in case you wondered as to the identity of the queer assortment of names we published last week, here they are:—

Cab—Well, that's an easy one. Le Calloway of the Hi-De-Ho school of music.

Miff—Who answers to Mr. Mole. One of the finest trombonists sliding around these parts or any other parts.

Isham—of the "keeping up with the Jones" clan. And what a band!

Muzzy—We suppose that most of you said, "The guy who writes that radio column is screwy, there's no one by the name of Muzzy anywhere. But there is; Muzzy Marcolline, the scat singer with Ted Fiorita.

Fess—One of Mrs. Williams little boys, leading a hot style dance band, and finally, Oswald Nelson, known better as Ozzie.

Mustn't forget to recommend the American Album of Familiar Music to those lovers of the semi-classic and light music. Virginia Rea and Frank Munn make a grand team interpolating the songs.

We have often wondered just what type of music you folks in the smaller towns and country villages favour the most. The sender of the best letter will receive a free ticket to one of the big Radio Broadcasts here in Toronto this winter.

Once again then, until next week, Heigh-Ho and aren't the middle strains of "I Saw Stars" a steal from "Now you can make my life a Bed of Roses." Am I right?

A Chinese Champion

Miss Gem Hoahing the remarkable little thirteen-year old player who won the Midlesex Girls' Tennis Championship last Saturday, has all the makings of an England player in her—and fortunately though she is Chinese by parentage she is British by birth.

Handicapped though she is by not standing more than a head higher than the net, she fought her way without check or hesitation into the final and won that, against a player fully up to championship standard, by 6-3, 6-1. She plays with both her head and her feet. Her footwork is remarkable and so is her mental concentration. Not of a physique to make hard driving a specialty she wins her games by skill in placing.

Two of the disabilities of her youth are that she cannot play in the Wimbledon Junior Championship this year or next or take the London matric for three years. Her father, watching her Middlesex triumph was a monument of Oriental impassivity.—The Spectator.

KEPT AWAKE BY BACKACHE

She Was Always Tired

Tried Kruschen — Now Full of Life

Only those who have experienced backache can understand how painful it can be. Only they can understand the disappointment of this woman as she tried one remedy after another—only to find that they failed. And they will appreciate her delight at now being able to write the following letter:—

"I was always feeling tired, never had any energy, and could get no sleep at night, for the pain in my back. So after trying several different so-called remedies (which did me no good at all), I decided to try Kruschen Salts. I am delighted to be able to say that I am now a different woman, full of life and energy, and free from the pain in the back."—(Mrs.) M. A.

Backache is commonly caused by the kidneys becoming inactive, and allowing impurities to accumulate in the bloodstream. The six salts in Kruschen will coax your kidneys back to healthy, normal action so that they will rid your blood-stream of every particle of poisonous waste matter. As an immediate result you will experience joyous relief from those old, dragging pains. And as you persevere with the "little daily dose" of Kruschen, the twinges will become less and less frequent until finally your backache will be no more than the memory of a bad dream.

Kruschen Salts is obtainable at all Drug Stores at 45c. and 75c. per bottle.

Canada's Exports Up $51,273,382

Dominion's Trade Figures Show Big Increase Over Last Year.

Ottawa,—Canada's exports for the last five months of the present fiscal year totalled $258,897,407 or $51,273,382 more than for the corresponding period of last year.

Imports up to August 31 came to $221,531,524 or $60,083,285 more than last year.

Total revenues amount to $141,215,849 in the five-month period or $19,776,838 more than last year.

New Land For Old

India is so far away that most Canadians if they ever give it a thought regard it simply as a land of teeming millions and overwhelming heat—and fasting Gandhis. But India is in reality becoming a more and more important factor in the British Commonwealth of Nations, and therefore anything that affects its prosperity ought to be of interest to them all.

The Indian governmen has just been celebrating the completion of a great work of irrigation which must be added to its triumphs of peace. Mother India utilizes irrigation as European countries employ emigration—to aid her surplus population. Instead of relying entirely upon the latter to relieve her congestion, she actually provides new land for her people within her own borders, by providing water supply for areas that could not possibly be properly cultivated as they are.

The latest development in this direction is the Mettur dam on the Cauvery river in Madras Presidency. This vast work is second only to the huge Sukkur barrage on the Indus which was completed two years ago. It ranks in importance and size with the splendid works at Assouan on the Nile It is one mile long and 170 feet high, it has created a reservoir one hundred miles in circumference, from which seventy miles of main canals provide ample water supply for three hundred thousand acres of land which has not hitherto been under cultivation. The total cost was $3,000,000 and the Government expects to realize six per cent upon its investment. All the machinery and materials employed upon the work were British.

Thus it brought to completion a dream of the eleventh century, for the Cauvery was damned then. Hundreds of thousands of people are also assured of an ample living who have hitherto had to eke out a precarious existence, dependent entirely for their water supply upon the ratner unreliable monsoons. British energy and enterprise continue the great work of developing India for the Indians whether Gandhi fasts or fights.—Montreal Star.

Under Anaesthetics

There were held the other day at Dundee meetings in connection with the British Dental Association. At one of them there was discussion on anaesthetics that might be used in dental surgery. Evipan was spoken of as were also chloroform, ether, nitrous oxide and oxygen.

In course of the talk, experiences of dentists with patients under and after anaesthetics were described. Mr. R. Wilcox, Bristol, spoke of the wrecking of his surgery by a stalwart and violent Welshman, a former rugby internationalist. After the troublesome tooth had been extracted the patient became very violent. He caught the dentist by the thighs and threw him several feet against the wall. The nurse jumped out of the surgery window; but the anaesthetist, a young Scot who played football brought the patient down with a rugby tackle, and ultimately he was overpowered. The patient was a sport however, and after saying he was afraid he had behaved in an extraordinary manner, offered to pay double fees.

Mr. R. C. Scott Dow, of Edinburgh, related the experience of a Dundee dentist, whose premises had been where a new building stands today in the city. The dentist was amazed when several of his patients having sat down in his surgery chair, changed their minds about having the extraction done, saying: "I won't have gas today." The dentist could not understand the change of front until one day he sat down in the chair himself. Directly opposite on the wall of the Salvation Army Citadel, in large letters, were the words: "Prepare to meet your God."—Banfffshire Journal

Canadian Weeklies Merge in London

Canada and Canadian Gazette Abandon Competition

London, — The weekly illustrated paper, "Canada," published here for the past 27 years is being merged with another weekly the "Canadian Gazette."

The editor and founder of the former publication, Walter Lefroy closes 37 years of prominent association with Canadian news work in London.

Announcing the merger the directors of "Canada" remark the recent years of depression severely affected, the fortunes of many newspapers. It had been wisely decided the two Canadian weeklies in London should cease their wasteful competition, they added.

Mr. Lefroy, an Irishman who lived in Canada for some years, is 64 years of age. He first visited the Dominion in 1891 and after six years' residence returned to London, contributing articles to leading publications concerning the resources and development of Canada and its growing importance. Before, he founded "Canada," he established the "British Columbia Review."

You Take Your Choice

Bruce Bliven, editor of the New Republic, New York, says the radio broadcasting in Britain is 1000 per cent superior to that of the United States. Joseph Hergesheimer, in the Saturday Evening Post, ridicules the British service and says it would be impossible to foist it on the American public. Both men spent some time in England studying the system there. So there you are.—London Advertiser.

Confidence in another man's virtue is no slight evidence of a man's own. —Montaigne.

Classified Advertising

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Wake up your Liver Bile —Without Calomel

Your liver's a very small organ, but it certainly can put your digestive and eliminative organs out of kilter, by refusing to pour out its daily two pounds of liquid bile into your bowels. You won't completely correct such a condition by taking salts, oil, mineral water, laxative candy or chewing gum, or roughage. When they've moved your bowels they're through—and you need a liver stimulant.

Carter's Little Liver Pills will soon bring back the sunshine into your life. They're purely vegetable. Safe. Sure. Ask for them by name. Refuse substitutes. 25c at all druggists.

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