

SYMPHONY ORCHESTRA AT GOLDFIELDS ON JANUARY 8

Announcement is made of a high-class concert in the Goldfields theatre on Sunday evening, Jan. 8th, at 8.30 p.m., by Birrell Bell's Concert Party. The symphony orchestra will include 35 players. Selections will be given by the Goldfields String Quartette. There will be a good programme including singing and instrumental solos. Proceeds for St. Anthony's Building Fund. Silver collection at the door.

Toner A. MacDonald
Barrister, Solicitor, Etc.
Room 2, Homer L. Gibson Bldg.
Phone 34 Timmins

AN AFTERMATH OF THE SANTA CLAUS BUSINESS.

The week after Christmas The New Skeard Speaker published the following:
"Mamma," said Johnny, "Santa Claus may be generous, but he is an awful wicked man."
"Why, Johnny. What makes you think so?" said his mother.
"Well, he came into my room last night and stubbed his toe against the chair and you just ought to have heard him swear."

Father—I'll have you understand young man, that my daughter sprang from a line of peers.
Sutor—Oh, that's all right, sir, I jumped off a dock once myself.

REDUCED EXPRESS RATES IN EFFECT JANUARY 1

New Rates Mean Considerable Saving to This North in Matter of Express Shipments.

Announcement was made last week of a material reduction in express rates on parcels of one to fifteen pounds in weight between express points in Canada. The reduction applies to both express companies, and amounts to from ten to thirty-three and third per cent. reduction. The reduction became effective Jan. 1st. The reduced rates mean considerable of parcels between here and Toronto, and here and Montreal.

In a circular card issued by the two express companies, the regulations regarding the reduced rates are set out as follows:—

1. The rates named in this tariff apply locally or jointly over the lines of the companies named above, except that between two points where one company operates a through line the rates will apply over that company's line on local traffic only.
 2. Prohibited Goods. These charges do not apply to money, bonds, bullion, securities, live animals, birds, chicks, fowls, etc., iced goods nor to liquids, oils or grease unless packed in sufficient absorbent material to fully absorb contents should container be broken, and articles having sharp points or edges unless points or edges are sufficiently cushioned to prevent cutting through their coverings.
 3. Permitted Goods. Shipments entirely enclosed in packages, crates, cartons or boxes containing goods not prohibited in item 2.
 4. Limits of weight and size are fifteen (15) pounds and 3½ feet in length, width or depth, but in no case must the length and girth combined exceed six feet. For example, a piece measuring three feet six inches in its longest dimensions may measure as much as two feet six inches round its thickest part, or a short piece may be thicker, thus, if the length is not more than three feet the girth of the piece may be three feet.
 5. Charges will be made on each package as defined in item 3, combining weights of separate packages not permitted.
- The charges specified herein are maximum charges applying to each package regardless of classification ratings. If charge in other tariffs in effect is lower, such lower charge must be applied.
- The new rates for express between

points both of which are in the same province, per parcel, are as follows:
Five pounds or less, 30 cents; 6 pounds or less, 40 cents; 7 pounds or less, 45 cents; 8 pounds or less, 50 cents; 9 pounds or less, 55 cents; 10 to 15 pounds inclusive, 60 cents.
For express points in any province and express points in an adjoining province:
Five pounds or less, 40 cents; 6 pounds or less, 50 cents; 7 pounds or less, 55 cents; 8 pounds or less, 65 cents; 9 pounds or less, 70 cents; 10 to 15 pounds inclusive, 80 cents.

NORANDA MINES, LIMITED, PLANNING LARGE HOTEL

Hotel Building for Big Mine Centre Expected to Cost Around \$150,000

According to information from the Rouyn camp, plans are now under way for the building of a large and up-to-date hotel for the town of Noranda in the bustling new mining camp of Rouyn. The new hotel is to be erected by Noranda Mines, Limited, and will be of brick and fireproof construction. The building will be modern in every detail, and while its exact size could not be ascertained, it is estimated that the cost for the building will be at least \$150,000.

A Toronto newspaper says that a visit to this rapidly growing town is necessary to appreciate the tremendous growth it has shown in the past six months. One factor that strikes a visitor is the permanent type of buildings which are being erected. This can be ascribed to the stringent building restrictions, which necessarily means structures of a substantial nature. A number of brick, fireproof buildings have already been erected. The Imperial Bank of Canada has one such building, with offices above. The Canadian Bank of Commerce is another, and last week the Royal Bank opened a branch in another store and office building.

According to the same newspaper there are now 150 buildings at Noranda, of which some 40 have been put up by the Noranda Mines, Ltd. Electric lights have been turned on at Noranda and waterworks and sewers are being installed. Two more brick office buildings are planned. Also plans are under way for a fire-proof theatre building with a seating capacity of between 500 and 600. A building boom is foretold for Noranda in the near future. It is said that 50 or 60 more new residences will be started under construction as soon as the spring opens this happy new year.

Section of Tourists' Guide Devoted to the North Land

Road Maps, Logs, Etc., of Ferguson Highway to be Given in Essex County Tourists' Guide Book. Great Number of United States Tourists Enter Canada at Windsor, Ont., so Guide Expected to be Specially Valuable for North.

The following letter from Mr. Brook Smith, of The Border Cities Star, Windsor, Ont., to Mr. W. O. Langdon, secretary Timmins Board of Trade, explains itself and should make interesting reading:
Windsor, Ont., Dec. 30, 1927
W. O. Langdon, Esq.,
Secretary Timmins Board of Trade,
Timmins, Ont.

Dear Sir:—Some weeks ago in an interview with you in your office I broached the subject of including in the Essex County tourists' guide book for 1928 a section devoted to Northern Ontario, giving road maps, logs, etc. I talked to several up there and they believed that it would be a good idea.

Of course, every part of such a book must finance itself, and for that reason, it would be necessary to obtain some advertising from Timmins and the North Country generally, in order to put the proposition across.

The Essex County Automobile Club's guide book is invaluable for the purpose of drawing tourists to the Northland, because a great majority of the American auto travelers enter Canada at Windsor, where the club's offices are situated. Most of them call at the club on entering Canada and are provided with the guide book. If the North Country, and especially Timmins, is well spoken of in

the guide book, there is no doubt that hundreds will make the trip over the new Ferguson highway who otherwise would spend their visit elsewhere in the province or in Quebec.

We have on hand a great deal of material which I gathered on a recent trip to the north, so that we can describe the country accurately, placing its advantages before the prospective visitor.

Northern Ontario has more interesting features to offer than any other part of the province, but the tourist who hasn't been there doesn't know it: I didn't know it until I went up there myself. It is essential that you should put your publicity across in some recognized medium with a large circulation.

We place the guide book in the hands of no less than 80,000 persons annually. This year the book may even reach a circulation of 100,000.

We would be pleased if you would place this matter before your board and secure their approval. If you don't mind doing it, you might also suggest it to the hotels and garages, and department stores and possibly restaurants, as they would greatly benefit by the influx of tourists which the guide would help in bringing to Timmins and the surrounding district.

Yours very truly,
Brook Smith.

TWENTY BRANCHES OF NEW CANADIAN AIR LEAGUE

Also Eighteen Air Clubs. Timmins Among the Centres Showing Interest in Plan.

During the war there was no centre that showed as much interest, comparatively speaking, in the air service as did the town of Timmins. At one time this district had as many as 75 men on active work with the air force. Since the war, interest has perhaps discontinued to some extent. Recently, however, there has been a revival of interest in airship work. As noted in The Advance some weeks ago, a flying club was formed here to take up the new plan proposed by the Dominion Government in regard to commercial airship work. In this connection, the following editorial from The Toronto Mail & Empire may be of interest:—

"Twenty branches of the new Canadian Air League have been formed in as many cities of the Dominion, and eighteen clubs have been organized in the country to promote civilian flying. The Dominion Government has offered to assist clubs of this kind to provide themselves with light airplanes for instructional and other purposes. The Government, too, has just issued regulations under which operators of commercial and pleasure airplanes may make use of such airports as the one at Rockcliffe near Ottawa and the one being prepared near Montreal.

"Canada contributed many airmen to the Royal Air Force during the war, and those airmen served with distinction in France and Great Britain and elsewhere. In those days recruits for the air services of the navy and the army were trained in the neighbourhood of Toronto, and airplanes in flight over, or near the city were a common spectacle. Since the war aviation in Canada has withdrawn to a large extent from the more thickly populated sections of the country. Some few machines, of course, have given exhibition flights and taken passengers on brief trips aloft. The Royal Canadian Air Force has carried out its training mainly at Camp Borden. It has also performed a variety of services for civilian departments of the Federal Government, but in doing so its pilots and machines have usually operated over sparsely settled territory. The Ontario Government's airplanes and seaplanes have done useful work in the protection of forests in the northern part of the Province and in the surveying of timber resources there. Privately owned commercial planes, too, have expedited and facilitated the labours of prospectors, lumbermen, engineers,

surveyors and explorers. Thus aviation in Canada has developed on lines different from those followed in Great Britain and other European countries where air lines for the carriage of passengers and freight between great cities have been established.

"For some reason a movement has now been started in Canada to bring aviation out of the solitudes where it has been proving its usefulness. Perhaps the reason is to be found in the exploits of transatlantic and other long-distance fliers during the past year or the increase in air travel in Europe or the success of the air mail in the United States. At any rate, steps have been taken to organize a Canadian Air League, and the Dominion Government has decided to follow the example of the Government of Great Britain and do something to popularize flying as a sport."

Mush On

(By H. A. Cody)
We have trod the trails together,
Comrades, you and I,
We have packed through regions eerie,
Till the joints were stiff and weary,
When the trails run out in silence
'Nath the great lone Northern sky;
But he pack grew somehow light
And the day more fair and bright,
As we lifted up the chorus
Of the brave "Mush on!"
We have felt the blasts of winter,
Comrades, you and I,
We have cinched our parkas round us,
When the cruel tempest found us,
When the white land groaned in anguish,
And the wind went screaming by:
But our hearts grew stout and warm,
And we fiercely pressed the storm,
As we lifted up the chorus
Of the clear "Mush on!"
We have known the sting of Fortune,
Comrades, you and I,
We have grasped and we have squandered,
We have revelled, we have wandered
In a land all God-forsaken,
When the weak are flung to die,
But we bravely faced the worst,
When we felt ourselves accursed,
And we raised the ringing chorus
Of the glad "Mush on!"
We have fared and we have suffered,
Comrade, you and I,
But we'll reach at length that river,
When the tide flows on forever,
Where the great Trail Guide stands ready,
To receive our faintest cry.
When at last we're struggling o'er,
May we hear from yonder shore,
Voices lifted o'er the water,
Bidding us "Mush On!"

GOLDFIELDS THEATRE
Sunday, January 8th, at 8.30 p.m.
BIRRELL BELL'S
Concert Party

Symphony Orchestra—35 players Goldfields String Quartette
Singing and Instrumental Solos
Proceeds for St. Anthony's Church Building Fund
SILVER COLLECTION

WE would like to take this opportunity in thanking all our friends and customers for their co-operation and patronage during the past year; making it one of the brightest and best for us.

May we wish you all the compliments of the season, and everything in the coming year that is brightest and best for you.



The South End Pharmacy
"Prescriptions Especially"
Phone 119 South Porcupine

RINN BROS.
January Clearance Sale

This is stock-taking month with us, so in order to have our stock as low as possible for this event, we are placing our entire stock on sale at savings of from 20 to 50 per cent.

Sale Starts Friday Morning, January 6

Ladies' and Children's Coats ½ Price Jaeger Wear 20 p.c. Discount Corsets Lovers Form and Gossard 20 p.c. Discount Madeira Clearance is desired, hence 25 p.c. Discount	One Lot of Dresses ½ Price Ladies' Dresses Newest Styles and Materials 20 p.c. Discount Underwear Vests, Bloomers and Sets 20 p.c. Discount Stamped Needlework 25 p.c. Discount	Millinery ½ Price Hosiery Silk, Silk-Wool and Pure Wool 20 p.c. Discount Handkerchiefs, Scarfs, Gloves, Etc. 20 p.c. Discount Shoes, Slippers and Rubbers 20 p.c. Discount
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20 PER CENT. DISCOUNT

on all yard goods, including Silks, Fugis, Linens, Broadcloth Gingham, Towelling, Sheetings, Pillow Cottons, Curtain Nets, Cretonnes, Flannel, Flannelette, etc.

HERE IS AN OPPORTUNITY FOR ALL THRIFTY BUYERS TO PURCHASE HIGH-GRADE MERCHANDISE AT PRICES IN VERY MANY INSTANCES BELOW COST.

No Discount Bonds Issued During Sale Terms Strictly Cash

RINN BROS.

Pine St. North

Timmins, Ont.

COMIC STRIP CHARACTERS COME TO LIFE IN FILMS

Fitting a cast of screen characters to a comic strip series was the accomplishment completed by Metro-Goldwyn-Mayer in the selection of players to support Mairon Davies' in her new Cosmopolitan starring vehicle, "Tillie the Toiler," coming Friday and Saturday of this week, Jan. 6th and 7th, to the Goldfields theatre.
"Tillie," "Mac," "Pennington Fish," "Mr. Whipple," "Mr. Simpkins," "Bubbles," and other caricatures of Russ Westover's daily comic strips, published in many of the big daily newspapers of America, are duplicated by well-known screen players for the picture directed by Hobart Henley.

Matt Moore, noted comedian, has the role of "Mac," which is the male lead opposite Miss Davies. The remainder of the cast includes: George K. Arthur as "Mr. Whipple," Harry Crocker as "Pennington Fish," Gertrude Short as "Bubbles," Bert Roach as "Bill," George Fawcett as "Mr. Simpkins," Claire McDowell as "Ma Jones," Estelle Clark as "Sadie," Arthur Hoyt as "Prof. Smythe," Jackie Combs as the baby, and Turner Savage as "Willie."

If you keep your mind young, your body is quite likely to keep young also.

A Good Place to Board and Room

Doranda Hotel
Mrs. A. M. Mercier, Manager
Second Ave., Opp. Ball Grounds
Meal Tickets Lunches prepared for you with care. Weekly rates.
Come and judge for yourself
1p

HANSON 100 PER CENT. PURE WOOL SOCKS

A pleasant surprise awaits the man who wears a heavy sock and who has not yet worn a Hanson. Ask for it by name next time you buy. Sold in various weights at moderate prices

Made in Canada since 1878 and absolutely guaranteed 100 p.c. pure natural wool.

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TO BE GENUINE THE NAME HANSON MUST be STAMPED on the TOE

