That Itch

# NEW Porunswick RECORDS

No. 4196 "I FAW DOWN AN' GO BOOM"

On Sale To-day

"Guess Who" Fox Trots by Six Jumping Jacks and Clevelanders, respectively

No. 4189 "IF I HAD YOU" "Avalon Town" Fox Trots by Colonial Club Orchestra

No. 4186 "ALL BY YOURSELF IN THE MOONLIGHT' "Monna Vanna"

Fox Trots by Colonial Club Orchestra

No. 4188 "THE MONTE CARLO SONG" "I'm Wild About Horns on Automobiles," etc.

2 Good Selections on every Brunswick Record New Release every Thursday

Vocal with Piano, Violin and Guitars

The Yacht Club Boys



SAUVE'S PHARMACY Next Door to Post Office

> J. T. Heffernan Third Avenue

Sold in Timmins by JOYAL PHARMACIE Goldfields Theatre Block

Sold in Schumacher by LARRY A. WILSON First Avenue

### OVER FORTY-TWO SQUARE MILES STAKED IN NEW FIELD

Over forty-two square miles have been staked out solidly in the new Shoniah Lake gold area. The mining claims are staked for a straight length of some fourteen miles in all, and the Two Bills Introduced by Hon. Wm. Finaverage width of the staking is a little better than three miles. The first claim was not recorded until just about the time the winter was setting in, but the records of the department now show that close to fifty square miles have been staked out, nearly 45 square miles being recorded, of this about 43 to 46 miles being in a practic-

ally solid block. In commenting on the staking and recording a writer in The Mail and Empire says that the frequency with to establish provincial forests in Eastwhich gold-bearing veins have been ern Ontario and along Georgian Bay, discovered despite winter conditions is a feature. Veins appear to have to place those forests on a sustained an average width of around four yield basis. The other bill, entitled a to twenty feet. Four such deposits have been discovered on the Smith-Watson and in each case the veins pan | the Government with information and gold. This is a condition which is believed likely to cause very extensive activity as soon as the snow disappears in the spring, and is a condition more closely resembling the early activity in the Porcupine district than has any other new gold mining area since that time.

one of the peculiarities of the original enthusiasm.

Vancouver Province:-And now the question arises:-Has Canada learned the lesson of the last railway-building area? Has the folly of constructing duplicate lines been burned into her consciousness by her past experience, or must she go through the fire again? If she has learned her lesson, she will see that in the new development the ambitions of railway executives are controlled, and that duplication and wasteful competition are reduced to a minimum. If she fails in this, without a doubt, she will have to pay again.

# for Economical Transportation Ihrilling acceleration!

A MONG all the delightful performance Characteristics of the Outstanding Chevrolet - none is creating more widespread enthusiasm than its thrilling speed and flashing acceleration!

The great new six-cylinder valve-in-head engine responds to the accelerator with an eagerness that is literally amazing. Touring speeds are negotiated with such smooth, silent, effortless ease, that you almost forget there's a motor under the hood. And when the throttle is opened wide—the pace is faster than most experienced drivers would care to maintain.

You have seen the smartness and luxury of Chevrolet's distinctive Bodies by Fisher. Now drive the car. Learn for yourself that no other car can approach it in its price range!

A Six in the price range of the four

Timmins Garage Co. Limited

..... Ontario Timmins,

# TO PREVENT EXHAUSTION OF ONTARIO'S TIMBER SUPPLIES

layson at Present Session of Ontario Legislature

In an editorial article last week The Toronto Mail and Empire said:-

Two bills that Hon. William Finlayson, Minister of Lands and Forests, has introduced in the Legislative Assembly will be welcomed by advocates of measures to perpetuate the valuable forest resources of Ontario. One of these bills would authorize the Government taking in the Temagami Reserve, and "Pulpwood Supply Act," would require pulp and paper companies to furnish suggestions that would be of assistance to the Government in the formulation of a plan for placing the pulpwood forests on a sustained yield basis within a reasonable period.

Mr. Finlayson has on more than one occasion asserted that measures to prevent exhaustion of timber supplies in The same writer notes that it was Ontario and to have timber treated as a crop were desirable. He has not been section of the Red Lake district that alone in holding that view. Hon, the occurrence of quartz veins were Charles Stewart, the Dominion Minisscarce. This helped to discourage ter of the Interior, in a recently pubgeneral work, to the end that apart lished review of the operations of Canfrom the Howey and a few neighbour- ada's forest industries in 1928, declared ing properties there was not much act- "the time has come for a national tivity following the original staking stock-taking of our forest resources, boom. At Shoniah Lake, the opposite and a review of our forest-management is the case, and unless all signs fail, policies." More than four years ago a the coming summer will witness ac- Royal Commission on Pulpwood aptivity on an extremely broad scale. pointed by the Dominion Government, There is scarcely a group of claims re- discussed the depletion of timber supcorded at Shoniah on which interest- plies in Ontario. The original stand ing discoveries were not made merely of white and red pine in the province, during the course of staking out the the Commission reported, was estimatclaims. Each of such discoveries pro- ed to have contained some 45 billion vide inducement to erect camps and feet, board measure, of timber. That Gravelling Operations Not Benefitting go to work in search for gold. Not on- stand had been reduced by 1924 to some ly this, but a number of gold discover- eight billion feet. "For only a few ies were also made during the course years," reported the Commission, "may of staking-a fact which has fired we expect the supplies of mature pine claim-holders with more than usual timber to last at the present rate of Haileyburian discusses the working out consumption." In so far as spruce and of the plan to help those suffering balsam supplies were concerned, the crop losses in Temiskaming. Accordroyal Commission calculated that the ing to The Haileyburian, the ones need-Consequently, the Commission predict- this district every settler, with a rare ed that, without having regard to a exception did everything possible to net annual wastage through all factors last year, and those who suffered from of depletion would result in a reduction the season grasped at the opportunity

> of the bills that Mr. Finlayson has ed the southeren or central section of submitted to the Legislature. By one Temiskaming does not apply here. The bill he would have the Government em- Haileyburian editorial follows:powered to plant forests on lands that "While there has been a great deal bore forests in the past and that are of work done on the roads throughout unsuited for agriculture, and so to add the district this winter as a measure of to the supplies of timber that will be relief for the settlers who lost their available for use in the future. By the crops through the extremely wet season operation of both bills he seeks to se- of last year it has not always fallen to cure knowledge on which to base a the lot of the worst sufferers to reap policy that will perpetuate the forest the greatest benefit from the employresources of the Province and so ensure ment provided by the government the permanence of the industries, such through the Northern Development Deas the pulp and paper industry and the partment. Perhaps it is only another wood-working industries, founded on instance of the frailties of human nathose resources. Such a policy would ture but the fact remains that in the not merely benefit the industries di- majority of cases, according to one of rectly affected by it but would contri- the overseers in charge of the work. bute to the prosperity of the Province The first men to take advantage of as a whole in the future.

able stand.

## MINISTER DID NOT LOSE

editorial note says-A Bapti. t preach- was theirs to make some money by er incautiously offered \$10 to any man hauling gravel for the road operations. noticed.

## BROKE HUSTLER WILL BE

Lake, last week says:-"With the cessa- farming in the North Country, were tion of the publication of The Broke right on the job. In almost every case Hustler we shall miss one of the most the man who spent the autumn bewailwelcome of our weekly exchanges. ing the loss of his crops was not pre-There was always something of general pared to start work when the time interest in the Hustler although it was came. His horses were not shod, his primarily intended for the reading of sleighs were not ready, or the price the residents of Iroquois Falls. With allowed per yard for the hauling was its first issue appearing on August 25th, too low, in his opinion. He usually 1917, The Hustler had attained the re- lost a few days on the start, found it spectable age of nearly 113 years. Own- difficult to keep his end up with the ed by the Abitibi Power & Paper Com- others and generally failed to take full pany, Limited, this lively little news- advantage of the opportunity offered. paper has seen the development of "That the District of Temiskaming Iroquons from practically nothing to a offers exceptional opportunities for the hustling little town, and has witnessed settler has long been recognized. That the Abitibi mill double itself in size it is bound to suffer at times from an and importance. The Northern News off season is nothing more than is ex-"Abitibi," which is to take the place country and that the man who is wide of "The Hustler," best wishes for its awake and has the proper perspective success."

Virginian-Pilot:-It would seem that not give the North Country any serious modern cities and modern youth are setback, but will probably prove a bless-



Men Needing the Work Most, Claims Haileybury Paper.

In an editorial article last week The annual useful consumption of the wood ing the work most have not taken adof those species of trees was about vantage of the opportunity as well as equal to the net natural increment. they might. Also, the Haileybury paper While that was so, the aggregate of suggests that some lost their crops losses of spruce and balsam each year partly through their own lack of enthrough forest fires and through insect ergy and attention. The Advance does and fungoid parasites was much higher not know how true these ideas may be than the amount annually consumed in regard to the Haileybury area. Cerfor useful purposes and also much tainly in a broad way they are not true greater than annual natural increment. of the district around Timmins. In probable increase in consumption, the save as much of his crop as possible in supplies at a much more rapid rate offered by the road work to help themthan that indicated by the simple divi- selves along this winter. There may sion of the amount of timber annually have been an odd exception that provused into the amount of the total avail- ed the rule that the settlers were doing the best they could to get along. Such warnings show the importance So what The Haileyburian says referr-

the opportunity to earn a few dollars are those who, by hard work and by using all means in their power, were BET WITH VERY GOOD GRACE able to save at least a portion of their crops. The heavy losers were the slow-The Toronto Mail and Empire in an est to come forward when the chance

who could hold up his hard and say | "From repeated experiences this road that he had never told a lie. The overseer, a pioneer himself, has come money was promptly claimed, but the to the conclusion that the weather canciaimant admitted later that he had not be blamed entirely for the loss of told several lies. Now the Baptist hundreds of acres of crops in the dispreacher is trying to console himself trict last year. He is convinced that with the thought that when the man the man who is always prepared to is "damned and in hell that his \$10 will harvest his hay or grain when the opburn a hole in his conscience." In portunity offers will seldom if ever, find such circumstances, we should not that his work goes for nothing. In think one hole more or less would be other words the "seed-time and harvest" promised in the beginning by the Giver of all good is still here for those who have the right idea and who are

MUCH MISSED IN DISTRICT ready to seize their opportunities. "When the road work started, the The Northern News, of Kirkland farmers who are making a success of

perienced in every section of every can make good is beyond question. The partial failure of the crop last year will much alike; they both need more home ing in disguise to many who have learned another lesson in pioneering"

## UTTING THE BOOTS" TO ONE

pearing in many outside newspapers princely giver as John Wesley. When may perhaps be of interest here with his income was \$30 per annum Wesley the comment that the gentleman in lived on \$28 and gave away \$2. When question should be said to "hail from it rose to \$60 he still lived on \$28 and Cobalt," rather than from Porcupine. gave away \$32. On receiving \$90 he The Porcupine seeks no honours rightly | maintained the same standard of perdue to Cobalt. The despatch last week | sonal expenditure and gave away \$62, read as follows:-

George McGale took a pair of boots. \$120 all over \$28 was distributed to the "He put his foot in it this time," said crown prosecutor Murphy, when George appeared in court today.

The accused said he was hungry. "You can't eat boots, they've got nails in the soles." was the Crown's sympathtic rejoiner.

McGale hails from Porcupine. "You'd better go back or you'll get some quills in you here," warned the magistrate as he let him go.

## FIRE DESTROYS HOME OF MRS ROSA BROWN AT SWASTIKA

The Northern News, of Kirkland Lake, last weeks says:-"Fire destroyed the home of Mrs. Rosa Brown, at Swastika, on Friday last, during the noon hour. While the walls, roof and floor of the house are still standing they are very badly scorched and all the contents were destroyed. A rough estimate of the damage placed it around \$2,000. Owing to the failure of the fire alarm system it was found necessary to call the firemen individually and, as a result, it was nearly ten minutes after the fire broke out before the department reached the scene. The blaze which is believed to be caused by an overheated stove-pipe, broke out about 12.10 noon and the flames spread with great rapidity, so that when the firemen arrived the interior of the building was a roaring furnace."

Daily Herald, London, England:-A society woman is attempting to popularize cockles as a substitute for the "pernicious cocktail." I wish her success in her uphill task. The first step it seems to me, should be to raise the price of cockles to a guinea a pint-five guineas at night clubs-and after that to get a popular preacher to run them down as morally and physically harmful. Then society might try them.

London (Eng.) Daily Chronicle:-At LAD FROM THE NORTH LAND this season, when charitable appeals arrive by almost every post, dare any-A special despatch from Toronto ap- one compare himself with such a and even on atttaining a maximum of

Wash Away With a Penetrating Antiseptic Now you can stop burning Itching skin torelements penetrate the skin and sooth the irritated tissues. Eczema, pimples, ulcers, rashes, all forms of skin trouble quickly yield to this famous antiseptic. A 35c bottle proves its merit or your druggist gives your money back. D.D.D. gives zkin health; (Une D.D.D. Soap).

Moisley & Ball



# Early Settlers

Walked miles to get a bag of flour

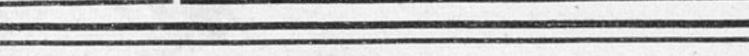
and if you couldn't get Purity Flour today at all good grocers it would be still worth walking miles for because it is "best for all your

A Baking Expert says: "Purity is a strong, rich four with great expandyour cake recipe calls for ordinary pastry flour use of Purity, and if milk is called for use half milk and half water (lukewarm), as milk alone tends to make the cake

For pastry that melts tablespoons less per cup of Purity Flour and 1 vel tablespoon more of ortening. Roll it dry. For extra rich pastry use half butter and half lard. Cet a sack of

Purity Flour today. Our famous Purity Flour Cook Book mailed for 30c.

Western Canada Flour Mills Co. Limited Toronto 91 PURITY FLOUR



SUN LIFE ASSURANCE COMPANY OF CANADA

# A TOWER OF STRENGTH

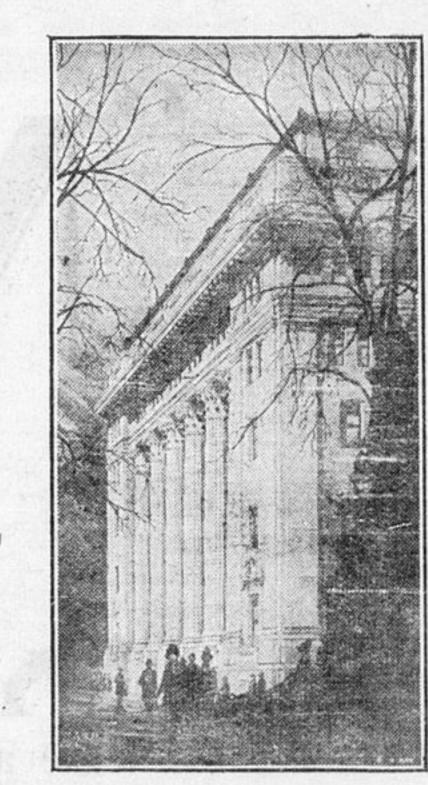
1928		
Assurances in force (net) An Increase of \$408,925,000	-	\$1,896,915,000
New Assurances Paid for An Increase of \$112,836,000	-	441,244,000
Total Income An Increase of \$41,972,000	-	144,747,000
Surplus earned during the Year		40,264,000
Payments to Policyholders and Beneficiaries -		49,920,000
Surplus and Contingency		<b>1</b> -

66,938,000 Reserve - - - -An Increase of \$9,157,000 422,020,000 Total Liabilities - -(Including Paid up Capital)

488,958,000 Assets, at December 31st, 1928 An Increase of \$87,652,000 Rate of Interest earned on

6.58% mean invested assets (net) DIVIDENDS TO POLICYHOLDERS INCREASED FOR NINTH SUCCESSIVE YEAR

The Company has also inaugurated the practice of paying a special maturity dividend on participating policies, ten or more years in force, terminating by death or maturity.



## EXTRACTS FROM DIRECTORS' REPORT

. . After deducting amounts re-assured, the total assurances in force now amount to \$1,896,915,934.57, an increase of \$408,925,254.48. Policies in force number 633,240, and in addition 136,293 certificates of assurance are held by employees of corporations and firms under the group plan.

While every field of operation contributed its full share to these impressive advances, the rapid development of our business in Great Britain and the United States is especially noteworthy. The generous reception of our Company in countries served by powerful domestic institutions is particularly gratifying, as testifying to widespread appreciation of our record and services.

. . . The amount paid to policyholders since organization, together with the amount at present held for their security or benefit, exceeds the total amount received from them in premiums by \$111,370,229.10. The strength and resources of the Company have been still further enhanced.

The net rate of interest earned on the mean invested assets, after making provision for investment expenses, has risen to 6.58 per cent. Dividend increases, bonuses and stock privileges, accruing on many of the Company's holdings, contributed substantially to this gratifying result.

A net profit of \$11,028,854.59 has been realized from the redemption or sale of securities which had risen to high premiums.

The securities listed in the assets have been valued at figures substantially below the valued placed on them by the Government. This under-valuation of our securities represents an important safeguard against possible adverse market fluctuations, additional to the reserves specifically provided against that contingency.

We are again able to report that on the bonds and preferred stocks listed in the assets, not one dollar,

due either as interest or as dividend, is in arrear for a single day; while the dividends accruing to common stocks exceed by several million dollars those payable on the same stocks at the time of purchase. The surplus earned during the year, based on the

values given in the accounts, amounted to \$40,264,-\$10,000,000, has been deducted from the already heavily marked-down value of securities, as additional provision against possible fluctuations, in-

creasing the amount so set aside to \$20,000,000. The special amount set aside as a liability to provide for unforeseen contingencies has been main-

tained at \$12,500,000. \$15,822,339.65 has been paid or allotted as profits

to policyholders during the year. After making all deductions and allocations, \$9,157,966.34 has been added to the undivided sur-

plus, bringing the total over liabilities, contingency accounts, and capital stock, to \$54,438,862.48. The continued prosperity of the Company enables your Directors to announce, for the ninth successive year, a substantial increase in the scale of profits to

be distributed to participating policyholders during the ensuing year. In addition, your Directors have inaugurated the principle of granting a Special Dividend on participating policies maturing after having been in force ten years or longer. This new bonus will enable policyholders or beneficiaries whose withdrawal is

occasioned by the maturity of policy contracts, to participate in the accumulated surplus which it has not as yet been considered prudent to divide. The effort to provide life assurance at the lowest net cost obtainable has been increasingly appreciated. Our policyholders will be gratified by this further evidence of our desire that the Company's

prosperity shall be fully shared by its members.

SUN LIFE ASSURANCE COMPANY OF CANADA