

IS YOUR CHILD THIN AND WEAK?

McCoy's Tablets Puts on Flesh and Builds Them Up.

In just a few days—quicker than you ever dreamt of—these wonderful health building, flesh creating tablets called McCoy's Cod Liver Extract Tablets will start to help any thin, underweight little one.

After sickness and when the children are exceedingly puny they are especially valuable.

All over North and South America and even in Great Britain and Australia tens of thousands of skinny run down men and women have put their faith in McCoy's—and have not been disappointed.

Try these wonderful tablets for 30 days and if your frail, sickly child doesn't greatly benefit you get your money back.

Ask Molsley & Ball, F. M. Burke, Sauve's Pharmacy or any druggist for McCoy's Cod Liver Extract Tablets—as easy to take as candy and 60 tablets 60 cents — Economy Size \$1.00.

Aim to Have Prospecting Designated as a Profession

Business of Finding Mines Has Been Completely Revolutionized by the Advent and Common Use of the Airplane. Emphasis Now is Placed on Organization and Equipment. All on Big Scale.

People in this district who know something more than is generally recognized in other sections in regard to prospecting and prospectors realize that the work of finding mines is one that requires much skill and knowledge and experience. They know also that the prospector of to-day, at least in this North Land, is of a much higher type, intellectually and otherwise, than the man "who molls for gold" in the pathetic comic sections of some serious daily newspapers. In this district there has often been question made as to why the prospector should not receive a higher standing in the mining game in which he plays the primary vital part. Apparently, in other sections of

the North similar thoughts are stirring. In Sudbury recently there was discussion on the question as to whether or not prospecting should be made a regular profession. In this regard The Sudbury Star said:—

"Now they're talking of making prospecting a profession.

"Just what initials old timers like Ed Horne, Sandy McIntyre and Dan O'Connor will carry after their names has not been determined, but the question of raising professional requirements to prospect in the Province of Ontario is actually being discussed. The initials P.P. have been suggested, signifying "Professional Prospector," but owing to their application of another dignified profession they would probably not be suitable. The majority of Northern prospectors already are graduates of the oldest college in the world, the "School of hard knocks," so what the reaction will be to any further training is naturally uncertain. That the proposal to create a profession for the young man who wishes to take up the search for mineral as a life work, is actually on tapis, however, is the assurance obtained from authoritative sources.

"The day is not far distant when there will be prospecting courses in the schools and universities, and prospectors will be trained just the same as the mining engineer, geologist, land surveyor or any other technical profession," stated a prominent Ontario mining man and geologist, discussing this phase of the situation recently.

"And so once again the old order changeth. The lone prospector with his canoe and packack is destined to be no longer the pioneer of hitherto waste land in search of mineral. And the new order is the result of developments that have occurred all within the past two years. It is linked particularly with the advent of the airplane as a bold and important factor in pioneering the great open spaces and unfolding before the eyes of a mere handful of men a greater amount of territory in a single season than it would take an army of prospectors a life time to travel. The prospector looks for mineral, but mines are made, not found.

"In but few instances have the original discovery outcrops which gave the clue to the existence of the great proven mines of to-day produced the excitement that would have been justified by the amount of wealth they actually later revealed. In their early stages Hollinger, McIntyre, Teck Hughes and Noranda, nearly all of the great mines of Northern Ontario and Quebec, literally went begging for capital, or at least were passed up by those who had the first chance to de-

MANY NEW AND DELICIOUS WAYS OF STUFFING SPANISH OLIVES HAVE BEEN FOUND FOR INVINCIBLE BRAND.

McLAREN'S INVINCIBLE OLIVES

"INVINCIBLE IN NAME AND IN QUALITY"

McLARENS LIMITED - HAMILTON, ONT.

velop them as mines. The Flood Mine, despite its great gossam showing, lay for 40 years regarded as a low grade deposit to be mined when its higher neighbours petered out, until diamond drilling revealed its hidden enrichment. The Errington Mine was discovered, more than 30 years ago, but lay idle for want of development capital and if success is achieved it will be because the Bradley interests had courage to grapple with an expensive and tedious task on which others had either balked or failed. The Falconbridge ore deposit has been known for many years and full details are contained in the report of the Ontario Nickel Commission published in 1917. Yet it was only last year that sufficient interest was aroused in its possibilities to bring forward the capital and effort necessary to thoroughly test out its mine possibilities.

"So, in past years the prospector pushing his canoe up some lonely stream in the North woods had not only the problem of finding a promising mineral outcrop on his hands, but he had also the job ahead of him of finding the outcrop and then finding a man with half a million dollars or so, ready to gamble it on "making a mine." To day the majority of prospectors are in the employ of large organizations, fully equipped with all the resources necessary to explore and develop any promising prospects that may be found. No longer does the discoverer run the risk of having his discovery lie untouched for years while he grows old in poverty or languishes in ill health. The discovery in most cases is now purchased before it is staked and even before it is found. For wages and an interest in what he stakes, the prospector, while no longer perhaps the free roaming, romantic individual he once was, is playing a safer game today than ever before in history.

"When J. H. Hammell prophesied a year ago that the North Country would be split open for mineral, and that more would be found in a year or two with the aid of modern methods of transportation than in ten years under the old methods, he made a statement that was no idle boast. The growth of organized prospecting and the spread of the popularity of aeroplanes in pioneering the wide open spaces of Central Canada promises to provide interesting chapters in histories yet to be written. Four large companies at least besides several smaller syndicates and individual mining interests are now entering on their second year of active pioneer work in the sub-Arctic regions and in the Barren Lands surrounding Hudson Bay. The most active companies in these regions, besides the Hammell organization, N.A.M.E., are the Knight Prospecting Company and Dominion Explorers, Limited, N.A.M.E. and Dominion Explorers have their own planes while the Knight Prospecting Company, a privately financed organization, utilizes the equipment of Western Canada Airways, and International Airways, Limited. The head of one of the prospecting companies referred to stated recently that it was a safe guess that at least 20 aeroplanes would be in almost constant service throughout the present summer carrying men or provisions to outposts in the Far North on prospecting missions. Prospecting companies do not habitually divulge many details of their affairs, nor the destination of their parties. With six or eight parties in the field, Knight Prospecting Company although saying least, is one of the most active of the pioneering organizations. Dominion Explorers, organized by Lindsley interests, are also making a strong bid for the honour of making the first big discovery in the Barren Lands.

"How do these companies revolutionize the prospecting business and in what way do their activities tend to professionalize the prospector?"

"The answer to this question lies in the speed with which ground can be covered by the winged explorer. In the first nine months of its operation N. A. M. E. sent aeroplanes over distances totalling more than 100,000 miles. Most of this territory was virgin with as yet undetermined possibilities. Geologists are authority for the statement that where vegetation is sparse and rocks are visible, geological formations are more easily and more rapidly ascertained from air than on land. Contacts can be spotted and located as far away as two miles. Pioneering from the air to use the term applied by one of its directors is actually "reconnoitering" for locations. Once favourable locations are found the old time prospector with his pick gets in his deadly work. When a discovery is made a concentration of forces immediately takes place. Another new mining camp in the Far North would provide the incentive to such prospecting effort as has probably never before been seen.

"The forces of the new prospecting companies present an interesting study

Changes in Players of Hockey Teams of North

In his column of "Sportology" in The North Bay Nugget last week, "Observer" writes:—

"According to a report emanating from Kirkland Lake, Jimmy Jamieson, lately removed from Halleybury to the mining area, will have new material to work on when moulding next winter's entries in the Northern Ontario Hockey Association. This information is to the effect that last season's junior and senior teams have been pretty well dismembered, in fact so badly torn apart that they will not bear any semblance to last year's representatives. After recounting the departures that have been noted since the spring, it was stated that Kirkland Lake will be again entered in the N.O.H.A., but the personnel of the teams will be changed considerably. While the identity of the new arrivals has so far remained a secret to those directly connected with the hockey interests of the community, it is known that a number of gaps were necessarily plugged up.

"Art Silverthorn, R. J. Gracie and Gordie Brown will be missing from the junior squad of 1928-29. Along with these, "Sonny" Townsley of Newmarket fame, Ames, a net-minder, and Regan, of the senior squad, are listed among the departed. It is claimed that Regan has moved farther North. Possibly he will be conveniently discovered in Timmins or South Porcupine later in the year. Anyhow it would be Kirkland Lake's mistake if such should happen. Townsley has returned south to take up residence in Stratford, together with Silverthorn, while Ames, who is at present recuperating from injuries sustained in an accident recently, is bent on returning to Toronto to resume studies in the School of Pharmacy.

"These defections, with the statement that Kirkland Lake will continue in the swim, suggest that there has been some notable changes in the population since spring."

Make Sure You Sample Gold Medal Coffee at the Exhibition

Every purchaser of a cup of Gold Medal Coffee at our booth in the Pure Food Building at the Exhibition will receive a 10c coupon, redeemable at their grocer's when applied to the purchase of Gold Medal Tea or Coffee.

You'll enjoy a refreshing cup of Gold Medal Coffee at the Ex. a cup of delicious Gold Medal Coffee will refresh you.

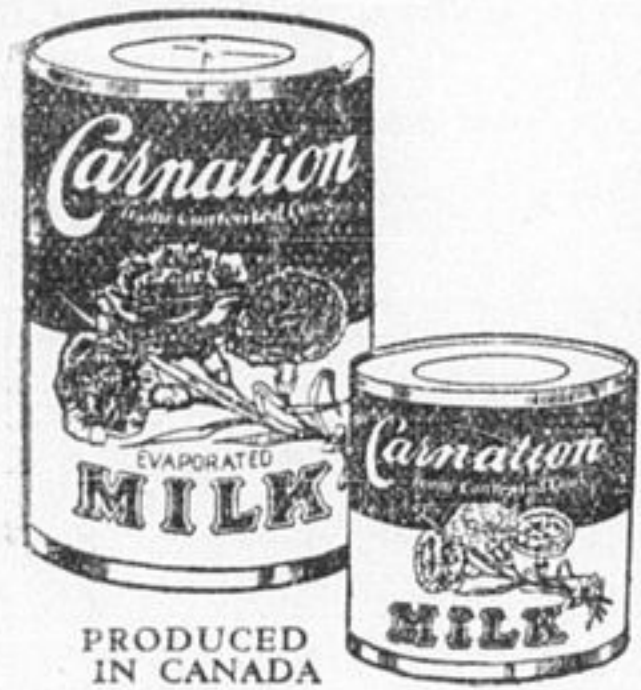
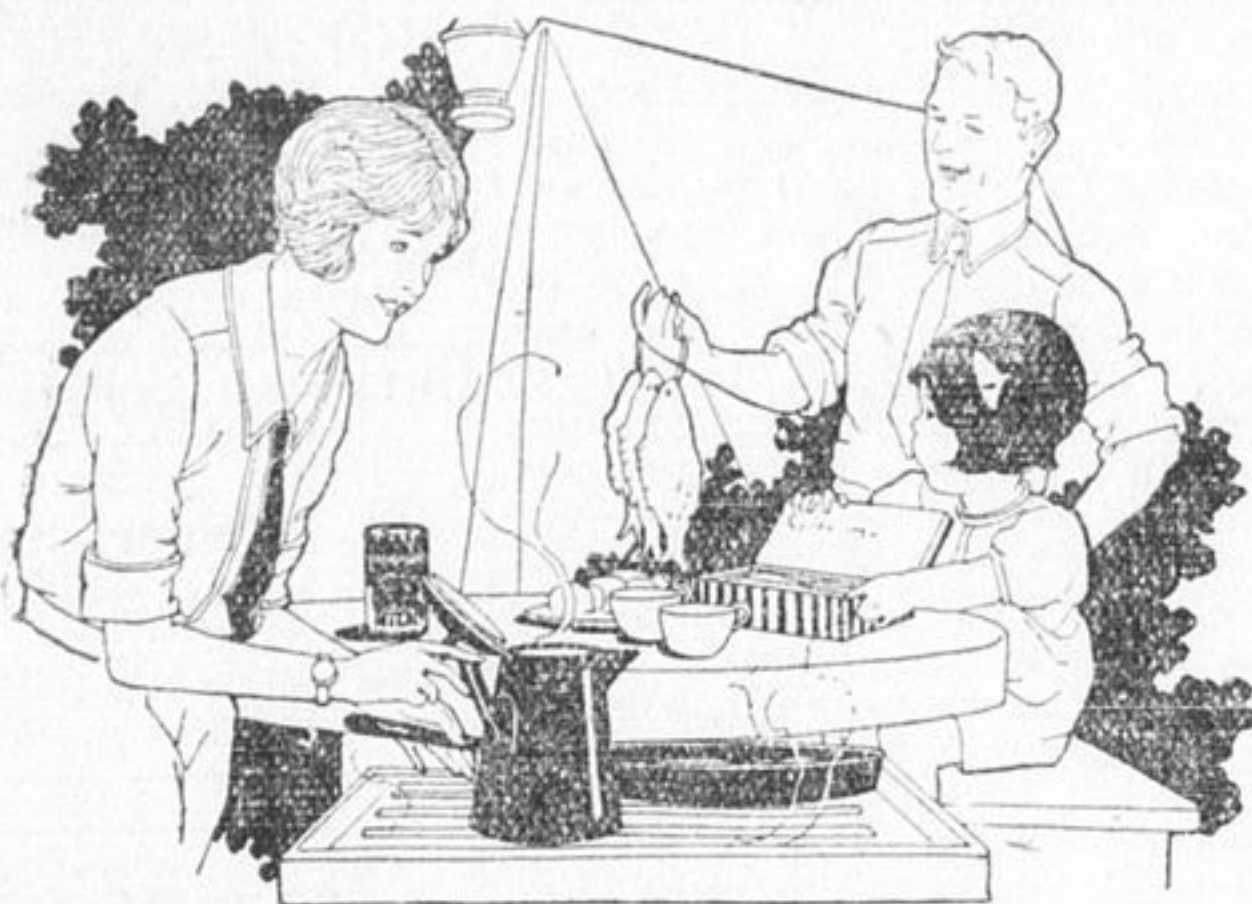


"You'll Drink It Again"

GOLD MEDAL COFFEE

NATIONAL GROCERS COMPANY, LIMITED
Booth Nos. 177 and 178
PURE FOOD BUILDING

When do we eat?



"A hundred miles from nowhere" you'll always have pure, rich, delicious milk—if you have Carnation. Great for creaming coffee. Fine for cooking. And just as fine for everyday use when you get back home.

Write for Mary Blake Cook Book
Carnation Milk Products Co., Limited
Aylmer, Ont.

from **Contented Cows**
on the label means EVAPORATED MILK of highest quality

Add up the reasons for De Soto success

No car in the first year of its life can attain the leadership that De Soto has won without basically sound reasons at the root of that success.

De Soto gives more in performance than any other car in its field will give, and in addition it has an individuality of its own that sets it apart from any other car in any class.

De Soto is alert, nimble and speedy. It is easy to handle and has surprising riding qualities. Its prompt acceleration is remarkable, and its braking is positive and instantaneous because of its hydraulic 4-wheel brakes—not to be found on any other low-priced six.

It is economical to operate, and it is so staunch and sturdy in construction that maintenance is a negligible factor.

Being Chrysler-built it carries the mighty prestige of a Chrysler creation and has an exceptionally high trade-in value.

De Soto Six is a smart and stylish car of which any owner is proud. We invite you to get behind the wheel and experience the thrill—today and without the slightest obligation.



\$1075 and up at the factory

- Touring \$1075
- Roadster 1075
- 2-Door Sedan . . . 1075
- Business Coupe . . 1075
- 4-Door Sedan . . . 1120
- De Luxe Coupe . . 1120 (with rumble seat)
- 4-Door Sedan De Luxe . . . 1205

All prices f. o. b. Windsor, Ontario, including standard factory equipment (freight and taxes extra)

DE SOTO SIX

CHRYSLER MOTORS PRODUCT

Central Motor Sales
Timmins, Ont.

How Much Life Insurance Should a Married Man Own?

THE average married man of 30 years of age should figure to own the following amount of life insurance:

- If he earns \$2,000, he should own \$5,000.
- If he earns \$2,500, he should own \$7,500.
- If he earns \$3,000, he should own \$10,000.
- If he earns \$4,000, he should own \$15,000.
- If he earns \$5,000, he should own \$25,000.
- If he earns \$7,500, he should own \$40,000.
- If he earns \$10,000, he should own \$60,000.

Any man earning over \$10,000 a year has probably figured the income his family will need if he dies while his family are dependent, and has provided accordingly. We are pleased to advise men about the right type of policy to purchase, having regard to current earnings, family responsibilities and future prospects. Let one of our trained men go over your estate. It will help you. Address your inquiry to:

Confederation Life Association

Head Office: TORONTO

Local Agent
A. W. Pickering,
Timmins, Ont.

RITE-GOOD

100% SATISFACTION
Don't waste time and money on cheap bulk malt extract and hops. They cause trouble and mess, and give poor results.
Get a tin of

NEW RITE-GOOD

Combination Malt Extract with Hop Flavor
at
\$1.40

Follow directions, dissolve the contents in 5 gallons of hot water and, without trouble, you will make at home the BEST BEVERAGE YOU EVER. FRANK Crown Corks free with each tin.

If your grocer or druggist cannot supply you, it will be sent direct post paid by
E. B. Nettelfield & Co., Ltd
18 Front St. East
Toronto, 2 Ont.
or
St. Lawrence Preserving Co.
96 Quebec, Que.

COMBINATION MALT EXTRACT

NO BOILING

NO STRAINING

NO SMELL

NO MESS