

Smoking forests or smoking chimneys—

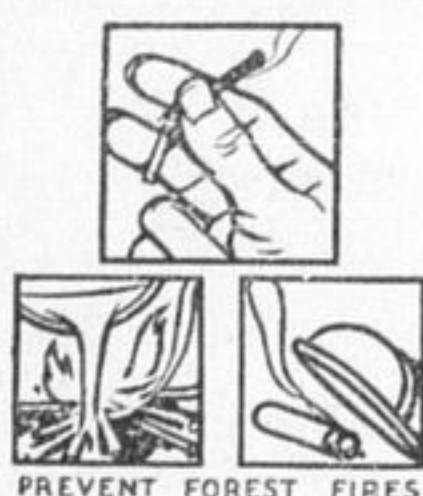
WHICH?



WE CAN'T HAVE BOTH

Over one-half of all Canada's industries depend on wood as a raw material. When the forests are destroyed mills must close down, railway earnings must suffer, trade must stagnate and prosperity must vanish.

Issued by authority of
Honourable Charles Stewart,
Minister of the Interior.



PREVENT FOREST FIRES

BRUNETTES TAN BETTER THAN BLONDES, IN SUMMER

Bulletin Issued Giving Helpful Advice to Those on Holiday. Some Don'ts and Do's for Holiday-Time

Brunettes tan better than blondes. In fact, some blondes can't acquire a coat of tan at all—a sad blow for many, since a tanned complexion has become so fashionable that drug stores now sell it in bottles.

According to a special "holiday bulletin" issued by the Canadian Social Hygiene Council, in co-operation with the Department of Public Health of Toronto, there are a number of "Don'ts" and "do's" which the holidaying city or town-dweller should observe, if his constitution is to stand the strain of the summer rest-period.

Don't scratch mosquito bites, don't pick poison ivy, watch your milk and water supplies and get plenty of sun but not too much at once, are some of the admonitions. And here is an emergency medical kit that everyone is advised to pack in the suit-case:— 3 or 4 bandages, 2 or 3 inches wide; 1 pound of sterilized gauze, 1 ounce of absorbent cotton, 1 or 2 ounces of tincture of iodine, 1 small roll of adhesive plaster about 1 inch wide, 1 ounce of boric acid, 1 or 2 ounces of bicarbonate of soda, a hot water bottle, 2 ounces of aromatic spirits of ammonia.

"The last item is important in the event of a collapse," the bulletin advises. "From one-half to a teaspoonful of aromatic spirits of ammonia in a wine glass of water acts more promptly than whiskey or brandy. It is one of the best stimulants we have."

Cuts or bruises should be washed with soap and water and carefully painted with tincture of iodine. Splinters should be removed with a needle sterilized by being held for a few minutes in boiling water, and the injured place treated with iodine. Poison ivy irritation should be treated with juice of the jewel weed, a plant growing two or four feet high, in marshy places, and possessing a juicy, semi-transparent stem, and with orange-coloured flowers with brown spots. Either strong laundry soap, or fresh lime-water is a good substitute.

Avoid being overly zealous in your efforts to get sunburned. Half an hour at a time is quite as long as any part of the body, not accustomed to exposure, should be subjected to the strong rays of the sun, for the first few days; then it will be quite safe to increase the time to an hour, and after a fairly good coat of tan has been developed you are well protected against the dangers of sunburn. If you do not take these precautions your holiday may be spoiled—painfully.

Furthermore, recent revelations as regards the therapeutic value of the chemical rays of the sun have been such as to make one feel that it would be difficult to over-estimate their importance. Therefore, we recommend for small children the sun suits which can be obtained in any of our stores. These suits only protect the hips and upper parts of the thighs and leave the balance of the body exposed to the sun's rays.

It is well to bear in mind that in order to get the therapeutic benefits it is not absolutely necessary that you be exposed to the direct rays of the sun—there is the sky shine, or reflected rays from the sky and clouds. On a clear day you may lie or sit on the shady side of the house, with the blue dome above you, and get from one-third to one-half of the benefits of the rays of the sun that you would get by exposing yourself directly to them.

For mosquitoes, three things should be remembered—netting, liquid ammonia, and coal oil.

The netting shuts them out, the liquid ammonia, applied promptly to a bite, frequently neutralizes the poison and prevents subsequent itching, and the coal oil, put in very small quantities on top of water in rain-barrels, little ponds, etc., prevent the mosquito larvae from developing into mosquitoes. Furthermore, certain aromatic preparations such as spirits of camphor, menthol and oil of citronella, may be applied to exposed parts of the body to keep these pests away.

Insist that your food be protected from the filthy, disease-spreading house-fly.

And do not be on the go all the time during your holiday. Take some reading matter with you and spend part of the day, particularly in the middle of the day, in the shade of the trees, in your hammock, or in an easy chair, or lying on a rug on the ground. Do not dance every night during your holiday and expect to come home rested and refreshed for the balance of the year.

Coniaurum Might Make Use of McIntyre Shaft

Discussing affairs in regard to the Coniaurum last week The Northern Miner says:—

"The next move in the deal whereby Ventures will finance further development of Coniaurum Mines will likely be the securing of a court order of authorization. F. D. Reid is receiver of Coniaurum, and will probably make the application at an early date. In the meantime production continues at the mine. Stopping of the known ore-bodies is progressing, and since development work has stopped at the time of the appointment of a receiver an operating profit has been made. It is small, but has assisted in putting the company on a better financial basis. Although no official announcement has been made yet, and it is unlikely that one will be forthcoming until the Ventures-Coniaurum negotiations are completed, it is believed that quite an extensive exploration programme will be launched as soon as possible. Just what form this will take is a matter of speculation in mining circles. It will probably be more or less a continuation of the programme, expanded of course, that was under way at the time a receivership was appointed. The general view seems to be that best possibilities lie at greater depth, although a big favourable area on present levels remains to be explored. While there are reports that a deal is to be made for the running of drifts into Coniaurum from one of the deep levels of McIntyre as far as The Northern Miner can learn no negotiations have been opened between the two companies. McIntyre's deepest level is 3,875, and Coniaurum's 2,000 feet. Should such an arrangement be made it would provide quick exploration of Coniaurum at depth without the capital expenditure of sinking a shaft unless developments at depth justified the expenditure. McIntyre's 3,875-foot level, the most advantageous one from the standpoint of both properties, is still at least three or four months away from the boundary, further 2,000 feet. The mill will probably continue operating, providing additional funds."

Blairmore (Alberta) Enterprise:—Will the guy who carried a walking cane and occupied a position seated on the bank steps on Saturday last kindly return us our nickel. We took it for granted that he was one of the ordinary professional beggars, but have found since that he was a large shareholder in that financial institution.

Visit of Shriners to Kirkland Lake Enjoyed

Last week a number of Shriners from Timmins and district were among those attending the gathering of the Mystic Shriners at Kirkland Lake. In reference to the event The Kirkland Lake Northern News last week says:—

"Kirkland Lake citizens thoroughly enjoyed assisting the Mystic Shriners, who visited here on Saturday last, in enjoying their visit to the Northland. The occasion was one big holiday for the Shriners of Rameses Temple, of Toronto, and the citizens joined heartily in the fun which marked the day's doings."

"Arriving at Kirkland Lake station about 2.30 p.m. the Shriners, headed by their Klittle Band, their chanters and Arab patrol made a colourful sight as they paraded down town from the station, where they had been joined by their northern brethren.

"Parading to the public school grounds, where after a brief display by the Patrol of marching and counter marching, a hollow square was formed and Reeve Norman Evoy formally welcomed them to Kirkland Lake and in presenting Potentate Charles Sody with a golden key to the town assured them that, with the exception of one place, everything in Kirkland Lake was open to them. He expressed the hope that they would so thoroughly enjoy their visit that they would want to come again at a no distant date.

"Potentate Sody replied briefly thanking the Reeve for his very hearty welcome and the citizens for the splendid reception given.

"Later in the afternoon the public were entertained by a fuller demonstration of the skill of the Arab Patrol in its drill work for which the band provided the music. A number of musical numbers by the band were also thoroughly enjoyed. This occasion, it is understood, was the first on which the Patrol was accompanied by a band in which every bandsman was a Shriner. Singing of community songs by the Chanters was also much enjoyed.

"The secret work and conferring of degrees was carried on in the Arena which had been especially decorated for the occasion. The visitors left in their special car which was attached to the southbound paper train, after having initiated 46 candidates into the mysteries of the Shrine."

Mail and Empire:—"Hon. Margaret Bondfield had more excuse than Ambassador Dawes for not wearing knee breeches at a royal reception."

MARCH OF CIVILIZATION

(Warton Echo)

The march of civilization is marked by these three outstanding epochs:—

- 1—Strawberries, six boxes for a quarter.
- 2—Strawberries, three boxes for a quarter.
- 3—Strawberries, one box for a quarter.
- 4—What next?

MCINTYRE DROPS OPTION ON MOFFATT-HALL MINES

McIntyre-Porcupine Mines, Limited has formally advised Moffatt-Hall Mines, Limited, of its decision to cease work and relinquish its option on the property of the last-named company.

In brief McIntyre's statement is to the effect that from a geological standpoint the property appeared attractive. Following the option agreement they cut the whole area in to 200-foot squares. The geology was worked out in detail, and careful prospecting was carried on along the sides of the rectangular blocks. The shear zones located were all trenced and a number of veins found. However, only two of these veins designed A and B, seemed to merit detailed exploration. After trenching and tracing, these veins were diamond drilled and the results of the drilling were considered to be unsatisfactory.

Deep-Seated Rheumatic Pains

Quickly Yield to Powerful Penetrating Oil

Probably no affliction is more common or responsible for more intense suffering than rheumatism. Thousands of otherwise robust persons drag through a life of misery and agony.

Here is a new treatment. Simply get a bottle of Moore's Emerald Oil, and apply to the affected parts. It's easy and pleasant to use and there is no doubt but what the most stubborn and severe cases yield quickly to its powerful, penetrating influence. The first application brings blessed relief. All good druggists have it, but you can be sure to get it at Molesley & Ball, Prescription Druggists.

Clears Skin of Blemishes

The Perfect Antiseptic Treatment
It is so easy to rid your skin of pimples, blotches, blemishes. Just apply the pure cooling liquid D.D.D. Clear and stainless, its soothing elements penetrate the skin and quickly drive away the irritation. ITCHING STOPS INSTANTLY. A 50c bottle proves the merit of your druggist gives your money back. D.D.D. gives skin health. (Use D.D.D. Soap.)
MOISLEY AND BALL

I've forgotten I ever had any nerves



Your doctor will tell you how the act of chewing relaxes and soothes strained nerves, and how the healthful cleansing action of Wrigley's refreshes and tones you up all round. Aids digestion.



MADE SOME FINE CATCHES OF FISH ACROSS THE LAKE

The New Liskeard Speaker last week says:—"Mr. Hill, whose fishing territory on Lake Temiskaming is on the Quebec side of the lake, seems to have had some good catches so far this season. Our people of Temiskaming can have no idea of the various kinds of fish which are gathered into the nets from the lake. On Thursday morning we were quite interested in looking over Wednesday's catch: white fish, pickerel, red-fish, perch, suckers, pike, eel, etc. We saw an eel which measured 3 ft. 6 in. Mr. Hill recently "took one in" which measured 4 ft., and weighed ten pounds. But the larger fish are the older fish, and are not of as fine flavour as the medium-sized fish. So, when buying fish it were better to buy two fish which weigh five pounds each than one fish weighing ten pounds."

Toronto Globe:—A mother and her daughter graduating together from the University of Missouri is another indication of the queer pranks of modern education. The age of the girl is given as 16.

favorites in Canada

No wonder Kellogg's Corn Flakes are preferred to all others. Kellogg's have a flavor that can't be imitated. Always extra fresh and crisp. The world's most popular ready-to-eat cereal. Order a package today.

Enjoy Kellogg's Corn Flakes for lunch and dinner as well as breakfast. Fine for the children's evening meal. So easy to digest. Serve with milk or cream—fruits or honey added.

It pays to insist on Kellogg's—the original Corn Flakes. Look for the red-and-green package. At all grocers. Served by hotels, restaurants. On dining-cars. Made by Kellogg in London, Ontario.

Kellogg's CORN FLAKES



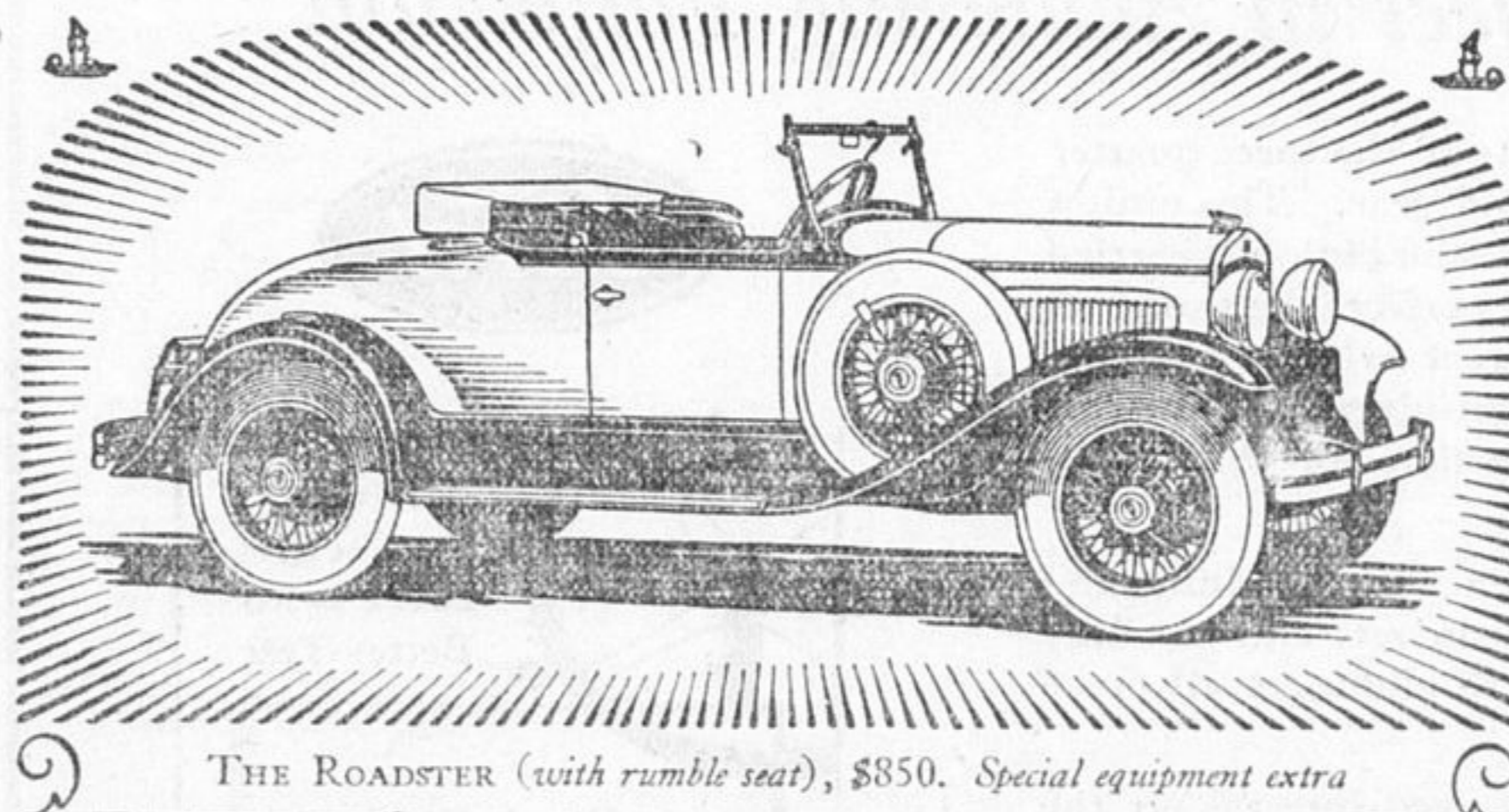
LESS PULPWOOD EXPORTED NOW THAN IN PREVIOUS YEARS

A little more than a quarter of the pulpwood cut in Canada is now exported in unmanufactured form. The average percentages have been: 1908-12, exported unmanufactured, 58 1/2 per cent.; 1913-17, 40 1/2 per cent.; 1918-22, 31 1/2 per cent.; 1923-27, 27 1/2 per cent.

Of the pulpwood which is made into pulp in Canadian mills, only a little more than one-third is exported as pulp, instead of being further manufactured into paper. The average percentages have been: 1908-12, pulp exported, 60 per cent. of pulp production; 1913-17, 38 1/2 per cent.; 1923-27, 34 1/2 per cent.

Putting it another way, nearly three-quarters of Canada's pulpwood is manufactured into pulp at home and practically two-thirds of this manufactured pulp is then further manufactured into paper or other pulp products in the Dominion.

MARKING THE FIRST ANNIVERSARY OF A NOTABLE SUCCESS



THE ROADSTER (with rumble seat), \$850. Special equipment extra

THE full-size Chrysler-built Plymouth is just a year old—and what a phenomenal year of success it has had!

All this week we are celebrating the first Plymouth anniversary by holding a gala showing of the newly-refined and improved models which make today's Plymouth still more outstanding in the low-priced field.

When a car in its first year becomes the giant Plymouth is—when it wins the popularity that Plymouth enjoys—when thousands upon thousands of owners sing its praises and exhibit it to their friends with gen-

uine pride—that car certainly must have merits that no other car in its class possesses.

That, in essence, is the story of the Chrysler-built Plymouth.

Plymouth is the only full-size motor car at anywhere near the price—the only low-priced car with the individuality and style of Chrysler designing—the only low-priced car with the smooth, flexible, quiet liveliness so typical of Chrysler engineering—the only low-priced car with the safety of Chrysler-famed four-wheel hydraulic brakes, internal-expanding, weather-proof, positive, noiseless.

\$820 and upwards Windsor, Ont.

FULL SIZE

You are cordially invited to visit the anniversary showing being held at our display room in honor of the Plymouth's first birthday—July 6 until July 13.

Coupe, \$820; Roadster (with rumble seat), \$850; 2-Door Sedan, \$860; Touring, \$870; De Luxe Coupe (with rumble seat), \$870; 4-Door Sedan, \$890. All prices f. o. b. Windsor, Ontario, including standard factory equipment (freight and taxes extra).

PLYMOUTH
CANADA'S LOWEST-PRICED FULL-SIZE CAR

SPECIAL ANNIVERSARY SHOWING of Improved Plymouth Models July 6 - July 13

Northland Motor Sales Timmins, Ont.