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**PALMOLIVE HOURS BIG RADIO FEATURE, WEDNESDAY NIGHT**

Last night the National Broadcasting Company's Red Network during Palmolive Hour, 8.30 p.m. to 9.30 p.m., standard time, put on the air the first Canadian programme ever broadcasted over a big American radio chain. Forty powerful stations took part in this great broadcast. The programme originated in the studio of W.E.A.F., New York, and was carried by land lines to radio stations which reached practically every point in the United States and Canada. The programme was a presentation of the makers of the famous Palmolive soap and was dedicated to the Canadian beauty profession which has been so enthusiastic in its endorsement of Palmolive as beauty home treatment. Beauty advice from nationally-known Canadian authorities was a feature of the broadcast that proved of great interest to Canadian women listening-in. The exclusive Palmolive Hour entertainers last night included Olive Palmer, noted as the owner of radio's most famous voice, of and other headliners of the air who provided a musical programme of high calibre. Many in this section tuned in on the Palmolive Hour last night.

**NORTH LAND HAS TWELVE THOUSAND MILES OF ROADS**

**Hon. Wm. Finlayson Refers to Growth of Roads in Past Twenty Years, and Future Prospects**

That the North Land has twelve thousand miles of roads is the statement made in an article by Hon. Wm. Finlayson, Minister of Lands and Forests. This seems like quite a lot of roadway, to take Hon. Mr. Finlayson's word for it, but when the immensity of the North Land is considered twelve thousand miles isn't a very big amount. Certainly, there is not as yet anything like the amount of roadways needed for this country of immensity. Twelve thousand miles seems like a lot, but it is not so impressive when compared to the 300,000 square miles or more to be served. It is also to be suspected that Hon. Mr. Finlayson is including the colonization roads in Muskoka, Renfrew and other counties that are not at all considered as part of the North Land.

However, Mr. Finlayson does well to note how much has been accomplished in the past twenty or thirty years, and it is to be hoped that still greater progress will be made in the next year or two. What is especially needed now is new road ways for settlers in various sections. The belt line of roads for the North would also prove of much value.

To return to Hon. Mr. Finlayson's article on the roads of the North here is his article in full as it appeared in last Saturday's Toronto Mail and Empire:

"A comparison of the mileage of the roads in Northern Ontario to-day with those existing at the beginning of the present century indicates extensive progress in road construction, with a vast expenditure of money by the province in the endeavour to keep pace with the ever-growing demand in that rapidly developing section of the province. In the year 1900 limited local road systems, for the most part unimproved, adjacent to such towns as North Bay, Sudbury, Sault Ste. Marie, Port Arthur, Fort William, Kenora and Fort Frances, constituted the bulk of the northern roads. As compared with over 12,000 miles of roads to-day the total mileage was small and the respective communities were not connected by road with other communities or outside road systems.

"To meet conditions arising from mining and industrial development in the districts mentioned, the northern development branch was created and the Northern Ontario Development act was passed in 1912. This authorized the borrowing of \$5,000,000 for the

making of roads, repairing old roads, building of bridges and other work in connection with assistance to settlers and the creation of means of transportation in Northern and Northwestern Ontario.

"For the first year the work was confined to Temiskaming district, as the mining industry was developing rapidly there at that time. The operations of the northern development department (the former branch having been created a department in 1925) now extend from Pembroke on the east to the Manitoba boundary on the west. The administration of the department is divided into ten districts, each of which is in charge of a qualified engineer, having a sub-office at each local centre for the better control of the work.

"To date upwards of \$35,000,000 have been spent and upwards of 12,000 miles of roads have been constructed, as already stated, in addition to which, of course, loans, seed and other assistance has been rendered to settlers directly and indirectly.

"It is now possible to drive almost due west over an excellent highway from Montreal to Sault Ste. Marie, a distance of over 600 miles, or from Toronto north to North Bay, then west to Sault Ste. Marie. One can drive over the road from Toronto, including the Ferguson highway, to Cochrane, a distance of practically 500 miles, almost due north. From the international boundary on the west shore of Lake Superior the international highway runs a distance of 40 miles to Fort William and Port Arthur, then on to Nipigon, which is another 70 miles northeast. These main highways tap most interesting country, richly endowed with natural wealth, and link up local road systems with the outside, to the decided advantage of the communities concerned.

"From the local road system in the Fort Frances-Rainy River region a new highway is being constructed northward to the east of the Lake of the Woods to connect with the local systems of Kenora. The road has been completed to within 12 miles of the Manitoba border. The Manitoba government is taking steps to construct their road eastward to meet this road, and when completed this section will form an important link in the Trans-Canada highway.

"At the present time a road between Rossport, on the north shore of Lake Superior, and Schreiber is under construction, which will be completed this year. As early as possible this piece will be connected on the west with the international highway at Nipigon. From Cochrane westward towards Kapuskasing to Hearst the road has been mostly completed and will be finished at the earliest possible date.

"In addition to this roads have been constructed north of Sault Ste. Marie to Haviland bay and Searchmont,

through most interesting country. "Owing to construction, necessary repair work and the straightening of roads by elimination of many sharp corners, and other undesirable features, there are sections of the northern roads at the present time over which rapid travel is impossible, but instances of this are few and, of course, only temporary, and as a whole the Northern Ontario road system may be considered in excellent condition, and the government is continuing to bend every effort to provide settlers with necessary roads and to maintain and extend the whole system in order to keep up with requirements as development of the country proceeds."

**J. D. Brady Wins Putting Competition at Week-end**

In the putting competition, 18 holes, at the Timmins golf course last week-end, the winners were—first, J. D. Brady, 31; second, C. Deardon, 32; and third, J. R. Todd, S. Wookey and Geo. Lake, 33, tie. The toss-up for third place was won by J. R. Todd.

The scores for the putting were as follows:—

- J. D. Brady, 31; W. R. Dodge, 36;
- Rev. Fr. O'Gorman, 39; Dr. Roberts, 38;
- J. R. Todd, 33; S. Wookey, 33; W. Jamieson, 38; Sandy, 39; A. G. Irving, 41; J. Stokes, 34; W. H. Pritchard, 46;
- E. Eddy, 40; Dr. Porter, 38; Dr. Harrison, 39; J. E. Grasset, 35; Dr. Hudson, 37; G. F. H. Adams, 40; S. R. McCoy, 38; Geo. Lake, 33; J. Knox, 34; Dr. Moore, 37; Hedley Moore, 35; D. Leggett, 37; C. Deardon, 32; G. Ross, 36; J. Seaman, 36; H. Gordon, 36; G. Black, 37; W. Mitchell, 34; Dr. Kinsman, 36; Fuke, 37; C. Butler, 36; H. C. Garner, 34.

**IS ROAD FROM KAPUSKASING TO COCHRANE IN BAD SHAPE?**

The Northern Tribune last week says: "Dave" Farmer had a very hectic trip to Timmins last week-end, but enjoyed it nevertheless. "Dave" hopes that he will meet the executive of the Ontario Government during the coming election, and express his views regarding the roads in wet weather."

From this item it would appear that the road from Kapuskasing to Cochrane is considered in bad shape in wet weather. Perhaps, that is not to be wondered at in connection with a new road just completed through new country. There seems to be a general agreement now among motorists that the road from Cochrane to Timmins is in pretty good condition. There are some spots, of course, that might be improved, but speaking at large the road is all passable. There is no reason why a motorist should have any particular trouble in making the trip from Cochrane to Timmins even in any of the recent showery days.

**SOME COLD SHOWERS FOR THE LIGNITE DEPOSITS**

**One Geologist Says the Product Can Not be Used for Locomotives, or for Shipment.**

Scarcely had the announcement been made of the lignite deposits uncovered north of Cochrane than there were objections and comments in the nature of cold douches. Probably, these are necessary to prevent over-enthusiasm in the matter.

However, the ready douche is in evidence, just as it has been with every new proposal before and since confederation. One despatch from Ottawa says that samples of the coal taken from the area at Blacksmith Rapids, on the Abitibi river, where Ontario engineers have discovered extensive deposits, have been analyzed by the federal department of mines experts and indications are that the coal is valuable as material for briquettes or powdered coal. Considerable treatment would be necessary before it could be of commercial value. However, the samples which the department examined were taken from seams near the surface, and it is believed a better product might be found at greater depth. This is not over-enthusiasm by any means, but the worst is yet to come.

A despatch dated from Kingston, Ont., says that Prof. M. B. Baker of Queen's University, geological authority, who located the first lignite fields a few years ago in Northern Ontario for the government in speaking last week regarding the new discoveries of lignite coal, stated that this discovery was an important one in view of the location and the adaptability of the coal to industries in Northern Ontario. He stated that this lignite coal could be used by carbonizing in the larger plants and for domestic heating. It would not, however, stand shipment or handling, nor would it be of any use on a locomotive, as it would be necessary to carry carloads of it for an ordinary run. It uses would be confined to mining plants, pulp and paper plants, and domestic uses. In these, however, the lignite coal would be valuable. This lignite, which has just been discovered, was described by Professor Baker, as a tertiary lignite, and has undergone some pressure and consolidation, and if previously carbonized, would form valuable local fuel for the plants referred to and for domestic use. He pointed out that it comes from the old peat beds, and is only in the second stage of four which are required to make an anthracite coal. Peat is the first stage, lignite the second, bituminous the third and anthracite the fourth.

**MORE OLD AND CURIOUS COINS FOUND AT PEMBROKE**

Among the other newspapers recently featuring references to old coins has been The Pembroke Standard-Observer. Last week the Pembroke newspaper had the following additional paragraph in this regard:—

"Old coins still continue to make their appearance. This week Angus Davidson brought in a North American token dated 1781, which he found a month ago on the farm of Lewis Smith, Zion Line. Mr. Smith, who was with him, stated that sixteen years ago his son, Stewart Smith, found a similar piece at almost the same spot. Mr. Smith has lived forty years on the farm, which was once a part of the Egan limits, and he believes that there were settlers or squatters there before him, as he has found pieces of broken dishes of very odd style and pattern before there. Another old coin was brought in by Oscar Landriau. It was a silver piece, apparently of Danish coinage, and dated 1771."

**KIRKLAND LAKE SOFTBALL LEAGUE FINALS ARRANGED**

Kirkland Lake, Sept. 10th. Special to The Advance. Representatives from the five top teams in the Kirkland Lake softball league met at 8 p.m. Monday in the Moysey building to decide on dates and rules for the play-offs. Games were arranged as follows: Wednesday, Sept. 11th, St. Jeromes vs. Nipissing Central Railway; the winner retaining second place. Thursday, Sept. 12th, Legion vs. Financiers. Friday, Sept. 13th, the loser of former plays winner of latter for third place. Saturday, Sept. 14th, second and third place teams play to decide who will meet the Conglomerates on Monday. The Conglomerates stand in first place, having won every game this year. The first four games will last seven innings. The final game on Monday will be a nine-inning game starting at 5.30 p.m. All games will be played on the public school grounds.

Miss Cora Dennison, of Woodstock, visited friends in Timmins last week.

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**Dr. McLeod's Stomachic**  
is guaranteed at  
**F. M. BURKE'S**  
4 Stores

**2ND BIRTHDAY SALE**

**A. J. SHRAGGE LIMITED**  
"In style and value the store that sets the pace"

**HAVE YOU MADE YOUR ESTIMATE YET?**

Here is an opportunity for the people of Timmins and district to win some really outstanding prizes, and all that is necessary is to estimate the number of pebbles in our window scene. The estimates coming closest to the correct number can take their choice of any merchandise in our store:

- First Prize \$50.00 in merchandise
- Second Prize \$25.00 in merchandise
- Third Prize \$10.00 in merchandise

There is absolutely no charge—everyone making a purchase in our store receives a piece of Birthday cake, and with this cake goes the privilege of entering our Estimate Contest. You just estimate the number of pebbles, and the three winners coming closest to the correct number win the above-named valuable prizes.

We are arranging to close our Second Birthday Sale after presenting to the people of Timmins for one week, the most stupendous values ever offered in this district. There are just three more days to take advantage of the special offerings in the best of merchandise at prices unheard of before in the Porcupine. During the past week we have been observing our second anniversary and we asked the public to assist us in making this celebration an outstanding event. The response was beyond our fondest expectations—thousands of buyers from Timmins, Schumacher, South Porcupine and adjacent centres visited our store and took advantage of the great reductions offered in merchandise of the highest quality. Our customers know that our Birthday Sale is not a clearance of old merchandise but an anniversary when only the latest in merchandise is offered to the public at a price which cannot be beaten on merchandise which cannot be excelled. Just three more days, and our Second Anniversary Sale will close—come and look over the hundreds of special offerings. We are sure every one will be satisfied with the values offered.

**Sale Ends Saturday, September 14th, 1929**

**WATCH OUR WINDOWS FOR SPECIALS**



"In Style and Values the Store that Sets the Pace"

29 Third Ave. - - - Timmins

**WATCH OUR WINDOWS FOR SPECIALS**