

**"Ice Box Cookies"**

1 cup butter; 2 cups sugar; 3 1/2 cups Purity Flour; 2 eggs; 2 teaspoons baking powder; 1 cup raisins and raisins chopped (optional)

Make the dough in a roll and keep it overnight in the ice box or a cool place. Slice thinly and bake in a quick oven.

**PURITY FLOUR**  
Best for all Baking  
Send 30c for 700 Recipe Cook Book.  
Western Canada Flour Mills Co. Limited, Toronto.

**Information About the North Land for Tourists**

An editorial in The Halleyburian last week refers to the apparent need for literature about the North Land and especially about Halleybury and district. It believes that such literature might help Halleybury to attract visitors there. New Lisheard has such literature. The Advance, for years past has supplied literature of this type in regard to Timmins. The Advance was under the impression that Halleybury had issued literature along this line not so long ago. However, The Advance is of the opinion that the belt line of roads for the North would do more than all the literature issued, or to be issued, to attract tourists to this North Land. The belt line of roads would give the tourists twice as much to see and make it twice as easy to see it. It would also open the way for double as many tourists to visit the North. In the meantime, however, while waiting for the belt line of roads, here is the editorial from the last issue of The Halleyburian:

"A letter received last week-end at this office leads us to the belief that we in Halleybury may be overlooking something. The letter is written by a newspaper man in Pennsylvania and tells of his intention to come to this section on a holiday next July. He states that he is familiar with some parts of Ontario, more so, he believes, than some of the people of the province, but asks for some literature giving information about Halleybury and its vicinity—and we haven't a thing to send him except what may incidentally be contained in publications dealing either with the province as a whole or with the North Country in general. "Ontario and all parts of Canada have profited greatly during the past few years from the tourist traffic. In many places large sums of money have been spent to set forth their local points of interest and attraction to the people of the United States. The North Country has reaped some benefit from the influx of holiday makers and sight-seers, but not at all in proportion to the unrivalled attractions she has to offer to the visitor from the older sections of the continent. There have been discussions over this question of advertising at meetings of our local Board of Trade, as well as in sessions of the Northern Ontario Associated Boards, but so far little has been done with a view to increasing the tourist traffic.

"At the present time some local men have been discussing ways and means for establishing winter sports here, which would appear to be a step in the right direction, but in the meantime the tourist season will soon be here and if we are to get a share of this profitable trade we should be busy now.

"We have received considerable favourable publicity from people who have already visited the North Country, but if we are to receive the full benefit we must do more than this. We have the attractions, we have the hospitality which is necessary and all we require is a proper means of setting these before the people who are seeking recreation and who may find entertainment to their liking in this vast North."

Charlottetown Guardian—In a private study class in Charlottetown last week an interesting discussion was had on the question of how the name of Great Britain originated. We speak of Britannic, Britain, the British Isles, the British Empire and so on, but how and when did the name of Britain, from which all those words and phrases were evolved come into use? After much research the class were informed that Britain had no name until Pytheas, 24 centuries ago, seeing its painted people, wrote of it as the Pretanic Isles (the Isle of Painted Men)



T. B. MACAULAY  
President, Sun Life of Canada

**THIS ARTICLE IS LIKE THE BEE —THE STING'S AT THE END**

There should be general interest in the following editorial article in The Barrie Examiner:—

"Administration of criminal justice across the line often appears farcical to those who have been reared under the more rigorous British law. An example of this is furnished in a recent dispatch from Cincinnati announcing that a German police dog in that city was ordered to be shot for attacking a child but the execution was delayed because the dog's master proposed an appeal to the Supreme Court of Ohio. It is argued in the dog's behalf that the little boy who was bitten made a pass at the dog in the first place and that the animal in attacking him was only following its instinctive inclinations. Onlookers claim, however, that the big dog approached the group of children at play and started nosing them. The little victim became terrified and slapped the dog. There is an old saying that every dog is entitled to one bite. Those who have children or who are fond of children will say "No, not one bite." In hitting at the fierce-looking animal that was nosing around him the Cincinnati child, like the dog, was following its instinctive inclinations. So the question arises: "which has the better right to follow its inclinations in this world, a child or a dog? If the dog's master makes himself and the Supreme Court ridiculous by taking such a matter before it a fitting climax to such a proceeding would be to put the dog on the witness stand and convene a jury of dogs to try the case."

**ABOUT PLANS FOR KILLING WOLVES IN ALGONQUIN PARK**

Several recent references have been made in The Advance to the number of wolves in the Algonquin Park reserve and the need for something to be done about it. Last year The Advance published a couple of letters from Jack Miner in this regard, and there was also a letter from another noted nature-lover to the same effect. There have also been several comments on the matter by The Advance, the most recent of which was the report that the Government intended to despatch a party of fifteen trained men to kill off as many of the wolves as possible in the Algonquin Park area. There has been no more clear-cut presentation of the case against the wolves than that given by Jack Miner who has repeatedly pointed out that it is a simple choice as to whether the wolves or the deer shall survive, as it is impossible that both can be allowed to live. The deer would not hurt the wolves, but the wolves certainly will exterminate the deer unless some action is taken to prevent this undesirable conclusion. In referring editorially to the matter last week The Renfrew Mercury says:—

"For the first time in the history of Algonquin Park the Provincial Government has despatched a party of fifteen professional wolf hunters and trappers to that big area. The party will make a stay of six weeks there, and in addition to being in receipt of wages will be paid bounties on any wolves slain. No doubt they will also be allowed to keep the pelts, which are worth \$10 or \$15 each, depending on quality, this constituting a further incentive to the men to do their best.

"It is a wise move on the part of the Government, which move may or may not be the result of the articles from the pen of Jack Miner lately appearing in the press. The fewer wolves the more deer and the more deer the greater the number of tourists both within and without the park. The park being an unfenced area deer can overflow therefrom, in like manner as deer can enter the park from outside points to escape hunters of the biped variety, albeit in entering it they encounter no end of hunters of the quadruped class.

"The said fifteen men will no doubt carry a rifle each, though they are certain to set more store on traps. They may or may not set out poisoned baits, since the taking of baits is not the special prerogative of wolves. The baits might bring death to martins and foxes and other small fur-bearing animals, the killing of which is not desired. As for the shooting of wolves, this happens only through mere chance, so skillful are they at hiding when detecting the presence of men. Oftener than otherwise a shooting occurs when wolves are in pursuit of deer and the rifleman chances to be in the path.

"From the So, that burgh of lively imagination, come stories of hunting wolves on skates, which would be rare sport indeed. Algonquin Park is singularly rich in lakes of all sizes, from mere ponds to Big Opeongo, but during most of the winter the ice lies under a thick covering of snow."

**CUNARD LINE CELEBRATES NINETIETH ANNIVERSARY**

Remarkable Record Made by Mauretania in Mid-Winter Crossing of Ocean in 4 Days, 23 hours and 3 Minutes.

What seasoned mariners consider to be a remarkable feat was the Cunarder "Mauretania" recent fast mid-winter crossing between New York and England which was accomplished in 4 days 23 hours and 3 minutes, at an average speed of 25.42 knots. This time figured from New York to Eddystone light-house, Plymouth, is only a few hours longer than the "Mauretania's" best time of 4 days, 17 hours and 50 minutes, at an average speed of 27.22 knots registered between the same points, last August. In view of the severe gales that have been experienced recently, which have made even express liners between 2 and 3 days late, this fast crossing will probably stand as the most outstanding on the high seas, this winter.

It is interesting to note that this year the Cunard Line celebrates its 90th anniversary, which recalls to mind the exploits of that great Canadian, Samuel Cunard, founder of the Cunard Line, the oldest steamship company operating on the trans-Atlantic route. Born at Halifax in 1787 of humble United Empire Loyalist stock, he directed his business activities at an early age towards shipping. Commencing by buying and selling captured enemy prizes and their cargoes and rapidly extending his business, he was, at the age of 27 engaged in the forwarding of mail to Newfoundland. Shortly afterwards he was distributor of her Majesty's mails in Canada, the United States, Newfoundland and Bermuda, which he transported in his fleet of 10-gun brigs.

In 1831 he became interested in the advent of steam shipping, heading the list of subscribers who built the "Royal William," the first vessel to cross the Atlantic under her own steam. Fired with the possibilities of the future of steam propulsion, he conceived the idea of applying this new method of locomotion to his own ships. Samuel Cunard, who was at that time well-known on both sides of the Atlantic as a genius of business, and a man whose 40 ships provided the Maritimes with one of the chief sources of their activities, left for England in 1838 in response to a misadventure received from the lord commissioners of the Admiralty inviting him to submit tenders for the conveyance of Her Majesty's mails to the North American continent.

After experiencing some little difficulty in raising sufficient capital to embark on his ambitious enterprise, he was finally awarded the contract, and gave orders for the construction of four paddle-wheel steamers of the following dimensions: 1154 gross tons, length 207' breadth 34' 2", depth 24' 4" with a horse power of 740 and a speed of 8.5 knots. These vessels were known as the "Britannia," "Acadia," "Columbia" and "Caledonia" and were to be delivered in 1840 to carry on the mail contract awarded to Cunard's company known at that time as the British and North American Royal Mail Steam Packet Company. Perhaps the best known and most easily remembered of these vessels was the famous old "Britannia," which was the first Cunarder to cross the Atlantic under her own steam.

One of the proudest moments in Cunard's life was on July 4th, 1840, when he set sail from Liverpool on board the "Britannia" on its inaugural run for Halifax and Boston, the forerunner of the present great fleet of Cunarders, totalling to-day nearly a million tons of shipping. After battling with the hazards of the Atlantic for 13 days, he triumphantly steamed into Halifax harbour on the morning of the 17th, finally arriving in Boston a few hours later where he was acclaimed by the populace for his outstanding achievement, receiving no less than nearly 2000 dinner invitations during the first day of his arrival in Boston.

Samuel Cunard lived to see his great conception take practical form, and was knighted by the British Government for services rendered during the Crimean War. He died in 1865 at the age of 78, when his son Edward followed in his footsteps.

Entering upon its 90th anniversary of steady progress in a life of service to the public, the present-day Cunard Line with its palatial "Berengaria," stately "Aquitania" and speedy "Mauretania," aptly described as the grey-hound of the Atlantic; together with a large fleet of consort vessels, maintain a regular service between the principal ports of Great Britain and the North American continent.

Officials of the company commented recently on the satisfactory progress made during the past year when many thousands of passengers were conveyed to and from Europe with regularity and safety by the many services of the Cunard Line and its associated companies, which showed a big increase over numbers carried during the preceding years. It is with a confidence begotten of long years of experience, that the oldest steamship company operating on the Atlantic services, looks forward to an even greater era of progress in the years to come.

North Bay Nugget—Zero stands for nothing in mathematics, but on a thermometer it means a lot.

Toronto Globe—The County Judge at Windsor has upheld the judgment of a Magistrate ordering confiscation of an automobile in which liquor was found. The drastic penalty, if adopted, should help to prove that gasoline and alcohol will not mix.

**SOME STORIES ABOUT THE EARLY DAYS OF COBALT**

A writer in The Northern Miner last week tells these ones:—

"In the old LaRose office there used to be a big chunk of silver, weighing about 200 pounds. It stood in the office in front of the counter for years. It was all scarred up, spotted with tobacco juice. There was a sag in the floor where it rested. George Modier got so tired answering questions about it that he finally evolved a formula. When visitors noticed it, as they invariably did, and wanted to know all the whys and wherefores, George used to say: "Oh, that's a little chunk we got out of a guy's dinner pail when he was going off shift." He told the writer once that it was the company's last payroll, and when it disappeared off the office floor the company was through. It's not there now."

"Another story about Cobalt, told to The Miner by the manager himself, is also interesting.

"The mine captain was very sweet on a particular vein and the manager was not, so when the vein got so tight that a knife blade couldn't be put in it and the cobalt disappeared the manager remarked to the captain: "I hope you are satisfied now."

"But the captain was not satisfied and the manager found a week later, when inspecting the mine, that a round had been drilled on the poor-looking vein. "I had a machine idle, no place to put it, so thought I'd take out another round," apologized the captain. "You'll keep going back to that face whether I give you permission or not, so I might as well give you permission," remarked the manager. "How much farther do you want to drive?" he queried. "Only 30 feet, no more," was the promise. The drive was pushed 30 feet, and it opened up 1,000,000 ounces of silver.

Brantford Expositor — Executors of the late General Bramwell Booth have been ordered by the Chancery Court to turn over to the new leader all Salvation Army property, valued at \$5,000,000. And in early days the organization had to stick to street corner services because halls could not be afforded.



**STEP UP YOUR ENERGY**

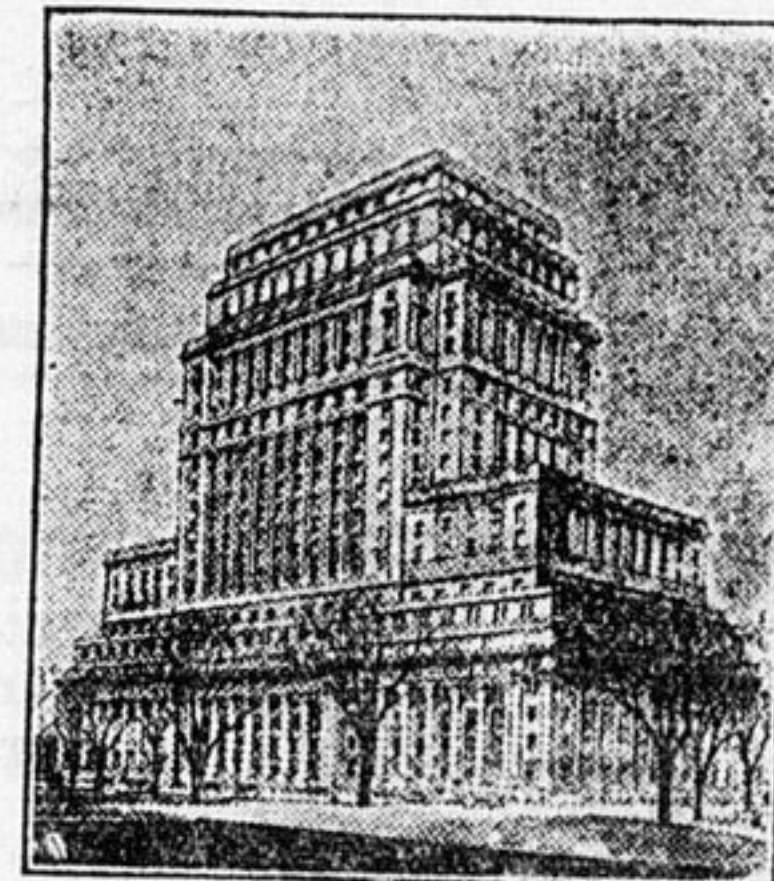
Energy comes from food that contains the elements of nutrition in well-balanced proportion and easily digested form. Get into partnership with Nature and step up your energy by eating Shredded Wheat with milk. All the carbohydrates you need to furnish heat and energy, all the mineral salts for bones and teeth. Delicious for any meal with sliced bananas or stewed fruits.



**SHREDDED WHEAT**  
WITH ALL THE BRAN OF THE WHOLE WHEAT  
THE CANADIAN SHREDDED WHEAT COMPANY, LTD.

**SUN LIFE ASSURANCE COMPANY OF CANADA**  
**A TOWER OF STRENGTH**

1929	
New Assurances Paid for	654,451,000
An Increase of \$213,207,000	
Assurances in force (net)	\$2,401,237,000
An Increase of \$504,322,000	
Total Income (net)	172,857,000
An Increase of \$28,110,000	
Surplus earned during the Year	42,863,000
Payments to Policyholders and Beneficiaries	69,174,000
Surplus and Contingency Reserve	72,807,000
An Increase of \$5,869,000	
Total Liabilities (Including Paid up Capital)	495,390,000
Assets, at December 31st, 1929	568,197,000
An Increase of \$79,239,000	



NEW HEAD OFFICE BUILDING

Rate of Interest earned on mean invested assets 7.02%  
The high rate of dividends allotted to participating policyholders is continued and the special dividend on maturing policies extended and increased.

**EXTRACTS FROM DIRECTORS' REPORT**

New policies paid for numbered 161,391 for a net amount of \$654,451,143.27, an advance of \$213,207,752.36, or more than forty-eight per cent., over the previous year. This marked increase and the fact that the average policy, for the first time, exceeded \$4,000, afford impressive evidence of the ever-growing popularity of the Company.

After deducting amounts reassured, the total assurances in force amount to \$2,401,237,936.94, an increase of \$504,321,102.37. This advance is notable not merely for its magnitude, but because when allowance is made for terminations by death and maturity, it represents a remarkably high rate of continuance, and evidences great satisfaction on the part of our policyholders.

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 \$139,290,474.03.

The rate of interest earned on the mean invested assets has risen to 7.02 per cent. This figure includes a certain amount from bonuses and stock privileges accruing on many of the Company's holdings; but if these were entirely eliminated the rate would still be 6.60 per cent.

A net profit of \$13,077,284.62 was realized from the redemption or sale of securities.

The surplus earned during the year, based on the values entered in the accounts, amounted to \$42,863,578.59, but from this sum substantial appropriations have as usual been made to further strengthen the position of the Company.

An additional \$10,000,000.00 has been deducted from the market values of our securities as a provision against possible market fluctuations, raising the amount thus set aside for this purpose in the accounts to \$30,000,000.00.

A further \$1,000,000.00 has been written off the Company's buildings.

\$931,000.00 has been appropriated to raise the annuity reserves to the Rutherford table of valuation, with interest at 3 1/2 per cent. This exacting standard requires reserves \$2,656,000.00 in excess of those of the Dominion Government standard.

\$1,200,000.00 has been set aside as additional provision for claims arising from total disability, death claims as yet unreported, and possible claims under cancelled policies on which a surrender value or reinstatement might be applied for.

\$22,606,265.67 has been paid or allotted as profits for the year to policyholders.

The special amount entered as a liability to provide for unforeseen contingencies has been maintained at \$12,500,000.00.

After making all these deductions and allocations, \$5,868,899.96 has been added to the undivided surplus, bringing the total over liabilities, contingency accounts and capital stock, to \$60,307,762.44.

In accordance with our usual conservative practice the securities owned by the Company have again been valued at figures much below the market quotations current at the close of the year. This undervaluation represents an important element of strength to the Company additional to the specific provisions in the statements.

Your Directors are pleased to announce that the high scale of profits at present allotted to participating policyholders will be continued during the ensuing year, while the Special Dividend on maturing policies, introduced last year, has been extended to include policies maturing after having been in force five years or longer and the scale of benefit has been increased.

The business of the Company has always been conducted under the exacting provisions of the Canadian Insurance law and the rigid supervision of the Insurance Department of the Government of Canada. Ever since we entered the United States in 1895, the Company has been under similar supervision there and is now subject to the regulations of this eight States of the Union which require periodical examination of the affairs of all companies licensed in their territory. In the discharge of their regular duties a committee of twenty-two examiners, representing the States of Michigan, Massachusetts, Minnesota, Ohio, Tennessee, Washington, Virginia, West Virginia, Florida and the District of Columbia recently completed an exhaustive examination into every department of the Company's affairs. The report of this committee makes gratifying reference to the liberal treatment accorded to our policyholders, and provides authoritative testimony to the Company's strength. Even adopting the low valuations placed by us on our securities, the committee still reported a surplus at the close of last year \$1,333,921.71 in excess of the figure claimed by the Company.

**SUN LIFE ASSURANCE COMPANY OF CANADA**



**AND REMEMBER**

the same rich creaminess, the same silken smoothness that Carnation Milk gives to cream soups you will find in every dish in which this good milk is used.



Write for Mary Blake Cook Book  
Carnation Co., Limited  
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**The Safeguarded Milk "from Contented Cows"**