



“What time shall I meet you?”

A day's work finished. But they are still fresh and bright. They will tell you that the way to keep fresh is to keep your mouth refreshed. The pure, cool flavor of WRIGLEY'S refreshes the mouth as nothing else can.



NEW LISKEARD HAS ANOTHER VERY EXCELLENT FALL FAIR

The New Liskeard Speaker has the above heading on its report last week of the 1931 fair at that town. The Speaker says that for several years the fair has suffered from wet weather, but this year's weather was fine. The result was a larger number of exhibitors but a decrease in attendance as the farmers had to stay home to take advantage of the fine weather. The fair was one of the best fairs held in the North. Every class showed marked improvement in quality. There were many complimentary remarks about the live stock exhibits, especially in the cattle and poultry, says the Speaker. Roots and vegetables were especially good, and there were many fine samples of needlework, fruit, baking, etc. The sports and novelties at the fair were also worthy of notice.

Brampton Conservator:—The following answer was given on a history paper “Elizabeth was known as the Virgin Queen. As a queen she was a success.”

Spending Huge Sum in Search for Gold

Russia Said to be Spending Large Amount in Prospecting, No Finds of Any Moment Reported as Resulting.

A sum variously estimated as from twenty-four to forty million dollars is reported as being expended this year by Russia in a search for important gold finds. In Washington, D. C. it is said that the Soviet Government is spending \$24,000,000 this year in search of a new gold field, or about ten times as much as any other government in the world is spending for geological work. This figure, while impressive is only part of a forty million dollar expenditure in 1931 for geological work designed to bring in mines of various kinds. In the Urals 72 prospecting parties are in the field, in Siberia 13 parties and in Kazistan 19 parties.

In addition to the active prosecution of field work authorities are preparing for still further effort, a prospecting institute having been established in Leningrad, with an enrollment of 1,600 students. Another 588 students will do advanced work in drilling and surveying. Workers are given engineering training in evening classes.

The widespread search for gold may have important effects, not only on Russia, but all over the world, a writer in The Business Week points out. He puts the case in these words:

“Interest centres in Russia's special reason to find new gold fields for the effort. Few people realize the value to the Soviets of the mineral and chemical finds which have come as a result of the prospecting. But world business knows that, no matter in what country a new supply of gold is found, it will have a profound effect on radically deflated commodity prices. If Russia could discover a new gold field which would produce in quantity, it would enable her to purchase the machinery needed for industrial development without forcing the sale of domestically-needed commodities at abnormally low prices now prevailing. More wheat, cotton and dairy products could be used at home.

“If new gold fields are discovered, there is small chance for any spectacular ‘rush’ such as ‘49 Gold Rush, or the race to the Klondike. It is generally believed outside of Russia that one reason not more gold has been produced recently is that there is no private profit. Some investigators assert that half of the gold now being produced in Russia is being smuggled out for this very reason. Also, the Lena concession, held by the British and operated until last year when British and Soviet officials clashed and British co-operation was discontinued, is not being worked to capacity now. Negotiations under way in Berlin will determine what amount the Soviets are to pay the British for their interests. When they are completed Russia is likely to continue to work the whole area. The biggest dredges ever constructed were made in America for this Lena river operation.

“Whether or not Russia is spending forty millions this year prospecting, particularly for gold, the world has more than a romantic interest in the results of the quest. A huge new gold ‘find’ might have a prompt and pronounced effect on world business. An increasing number of business leaders are interested in the lesser ‘finds’ of Russia's geological survey, and in speculating on the long-term effects on world markets.”

Far North Railway Runs Very Straight

Archdeacon Fleming Writes of Visit to Moose Harbour and Comments on the Railway and Other Things.

Recently Venerable A. L. Fleming, Anglican Archdeacon of the Arctic, paid a visit to Moose Factory on official business and on his return he wrote about his observations and opinions on the trip, the article appearing in the current number of The Canadian Churchman. One of the special matters noted by Archdeacon Fleming is the straightness of the railway line north of Cochrane. He refers to it as running absolutely in a straight line for stretches of 11 and 16 miles, as well as being generally “the straightest railway” he had ever travelled over. His other comments include a variety of subjects from the beauties of the mosquito to the beauties of North Bay. Of course, he deals at some length with the religious services held, but the article in general has much of special interest to people in this part of the North. In a despatch last week from Cochrane a summary of Archdeacon Fleming's article was given. This summary will be of interest to many.

“The day was very hot (over 90 degrees in the shade), and the mosquitoes and bull dogs (large flies not unlike bluebottles, but several times larger) were very bad,” writes Archdeacon Fleming, his subject being a service held at Moose Factory. He makes another reference to one species of insect pests in the lines “the school dog, a beautiful black spaniel named Buster, vied with the mosquitoes in his attentions to us.” In the same connection the archdeacon refers to “a sweet Indian child, looking like a petrified mummy in the old-time moss bag, was brought forward to receive the Sacrament of Baptism.”

Archdeacon Fleming preached at a special service held on the Sunday evening, and he makes this observation—the congregation being largely of Indians—“to me the mind of the Indian is inscrutable, therefore I would not

venture to estimate his thoughts on such an occasion. For myself it was a thrilling experience.” He tells of meeting with Rev. W. B. Williston, rector of Cochrane, and of his work here and in construction camps and along the T. & N. O. James Bay extension, and also of Rev. H. A. Sims, rector of St. John's, North Bay, and formerly of Cobalt and New Liskeard. Of him, the archdeacon states that “both Canon and Mrs. Sims are English-born and trained, but came to Canada in their twenties and are now thoroughly Canadian.”

The writer goes on to pay a further tribute to Mr. Sims, and adds that: “From laymen in the north whom I have met from time to time, it appears that Canon Sims has earned for himself a place of very high esteem in the minds, not only of church people, but of the community at large. Such a man has an influence for good that reaches far beyond the bounds of his parish or diocese.” Archbishop Fleming sums up his opinion of North Bay as “the most up-to-date and progressive place in Northern Ontario.” He writes of “the clean, broad and well paved streets, with abundant lawns and trees around the substantially built and comfortable homes,” and thinks these give “this town of 11,000 inhabitants the air of permanence and prosperity not discovered in any of the mining towns in the district.”

Archdeacon Fleming made the trip north from Cochrane on the Polar Bear, which is “really a freight train with two passenger coaches attached.” It appears that “not knowing conditions, I had not provided myself with any food for the journey, so was very glad indeed to eat in a small restaurant at Coral Rapids run by a Dutchman named Charlie.” He proceeded on to Moose Factory on a motor truck fitted with flanged wheels, which ran over the part of the road still in the contractor's hands, and of this stretch of 45 miles writes that “the railway runs through the bush, over the muskeg and across numerous small rivers on what appears to be a dead level. It is also the straightest railway I have ever travelled over. For 16 miles it runs straight as the arrow's flight. Then, after a slight curve, runs for another 11 miles without a twist or turn.”

Opening of Relief Work Should Be Speeded Up

Last week The Advance made reference to the delay in getting work started on the various activities that are expected to relieve unemployment. The delay is a serious matter and it is hard to understand reason for it. The conditions have been known long enough and the Dominion Government has done its part. The Advance ventures to believe that part of the difficulty is that Hon. W. Finlayson who has undertaken the charge of the work on the Trans-Canada highway has taken over more than he can handle. In referring to the matter last week The Halleyburian in an editorial article said:—

“With plans being perfected for the start of work on the Trans-Canada highway on both sides of it, it begins to look as though the districts of Temiskaming and Cochrane were being overlooked in regard to the provision of work for the unemployed. Camps are being built and other preparations made for the building of the road between North Bay and Pembroke and between Schreiber and points west, but so far as the unsettled portion of the route is concerned, there is nothing being done yet. While it is generally believed that unemployment is not as bad in this part of the North, there is need for work among large numbers of men and it looks now as though there is discrimination being made. It may be that the governments intend to absorb all the workless in the building of the two sections of the highway which are now planned for. If this is the case, then the men of Temiskaming and Cochrane districts will be required to go much further from their homes than would be the case if the whole route was being covered. If no public work is provided in these districts, or if it is left until late in the fall, it will surely bring hardship to many. One might well take it broader and take in Algoma district and the other sections which are affected by the unsettled portion of the route of the highway. Can it be possible that the whole area is being punished for failure to agree

on which way the Trans-Canada highway should run? This does not seem to be a reasonable conclusion, but there must be some reason for the delay. Where would seem to have been ample time for the governments to secure all necessary information on the country through which the road will be built, and the time is fast approaching when the provision of work will be imperative.”

Renewed Interest in Matachewan Area

Alma Township, Lying East of Matachewan Falls, the Scene of the Latest Rush in the New Gold Field.

Interest continues in the Matachewan gold area, with occasional special flares of notice for particular sections. From time to time discoveries made in different parts of the Matachewan field have directed special attention to various special sections. At the present moment Alma township seems to be in the special limelight. A despatch last week from Elk Lake says:— After a season of intensive activity in the area west of the Ashley-Garvey discoveries in Bannockburn township, with several promising showings but no conclusive evidence of mines as yet reported, prospecting in the Matachewan district has recently been focused on an area of interesting formation lying east and north of the Mining Corporation.

The scene of the latest rush is Alma township, lying east of Matachewan Falls. This territory, recognized some years ago as having considerable promise, has not been carefully prospected, until this year. At the present time, according to an engineer who has just returned from the north, the township is staked solidly, with new prospectors hurrying to the scene of the staking. The aeroplane from Elk Lake is said to be making from four to six trips daily, to Separation Lake, the centre of most of the activity. Among those who hold promising ground are said to be several well known Halleybury and Cobalt prospectors and engineers, including Pete McDonough, Horace G. Strong, one of the original owners of the Ashley claims, George Bruce, representing the Bruce Bannockburn Syndicate, field representatives of the M. J. O'Brien Company, and others. O'Brien is making an examination of the Robie claims in the south part of the township.

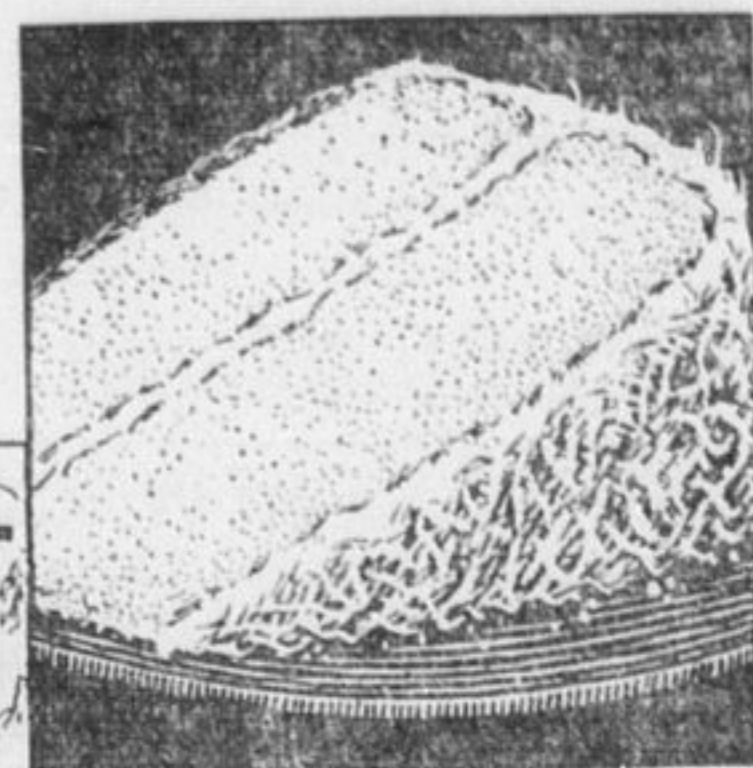
Geology of the area is said to closely resemble the Kirkland Lake field. This fact coupled with several small but interesting gold discoveries has been chiefly responsible for the present show of interest. Considerable work will be done this fall.

Blairmore Enterprise:—A Scot who had worn the same hat for fifteen years decided with heavy heart to buy a new one. Going into the only hat shop in his neighbourhood, he said: “Well, here I am again.”

Simcoe Reformer—The Globe predicts that in order to meet the prospect of an eight-million-dollar operating deficit, the Ontario Government will raise the gasoline tax from five to six cents a gallon, increase the motor car license fee from \$5 to \$10, and make a levy of one dollar for a license to fish in Ontario waters. It is true the Government exchequer has suffered severely from the present depression, notably in the decline of liquor revenue, but we think it should first make a start in cutting down capital expenditure on highways before adding further to the taxation burdens which are already making a luxury of nearly every source of pleasure and amusement.

Toronto Mail and Empire:—It now appears that the Speaker of the United States House of Representatives takes rank second only to the President. Vice-President Curtis's sister, Mrs. Gann, as his official hostess, thought she should take precedence to Mrs. Nicholas Longworth, who was at that time the wife of the Speaker, and an amusing social feud resulted from the dispute. Now the issuer of auto markers has given license plate No. 1 to the next Speaker, whoever he may be. It is open to Mrs. Gann, however, to purchase a car a few inches longer, irrespective of its number.

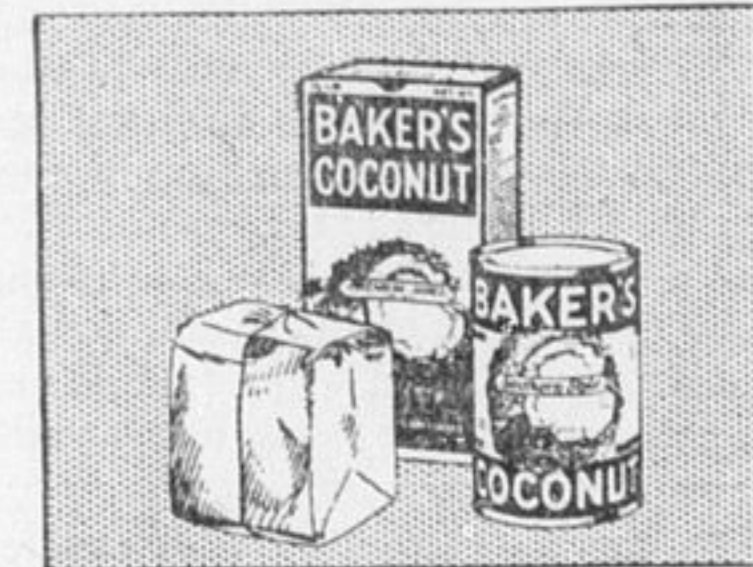
“What will I make for dessert?”



How many times have you asked yourself this question? How many times have you hesitated for fear all your family won't like the dessert you have in mind?

But one thing you do know—they all love coconut. Its rich, tempting flavour adds delightful, new variety to even the simplest dishes.

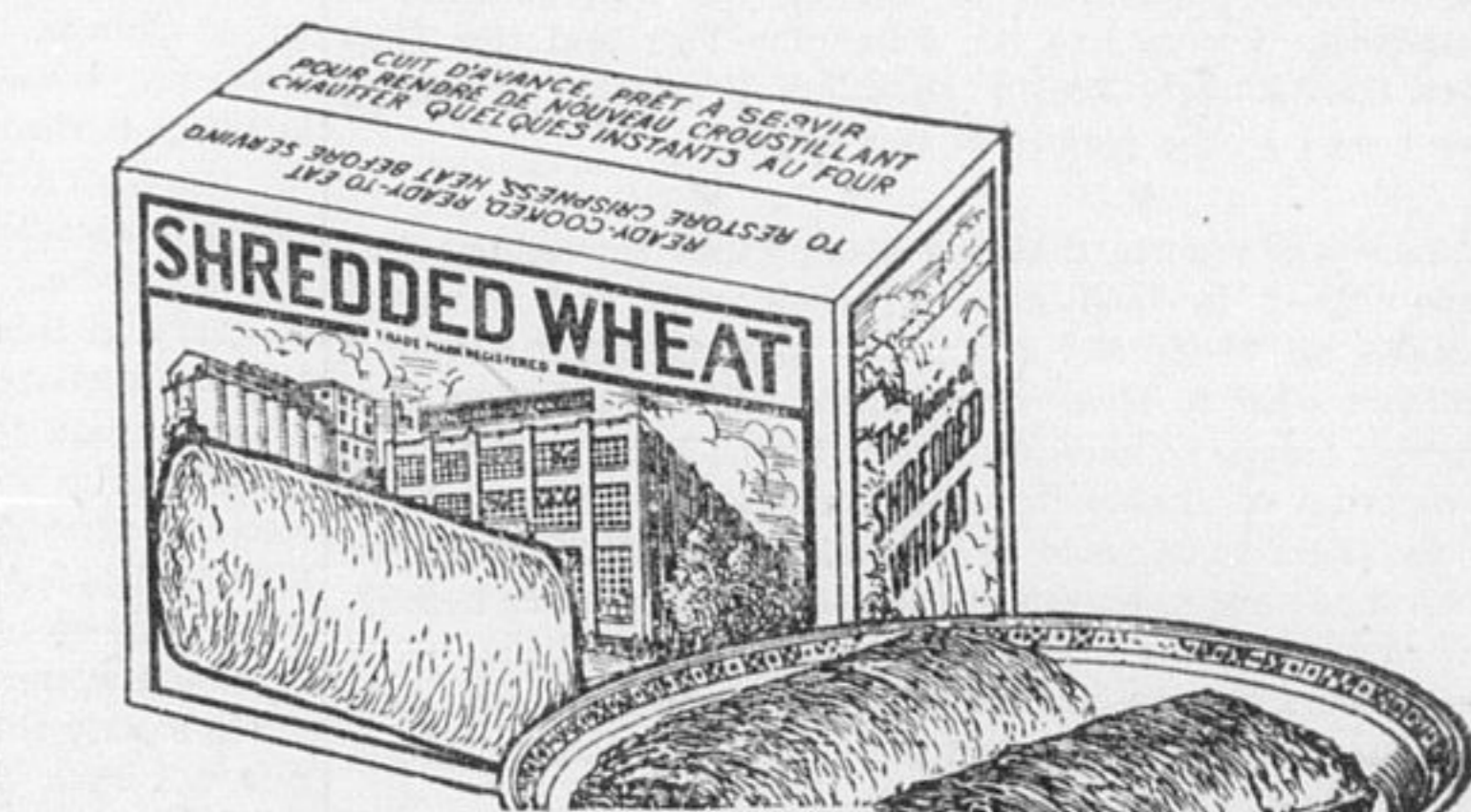
And Baker's Coconut assures you always of the freshest, most full-flavoured coconut without any of the bother of shredding it yourself. It's made from fresh coconuts in Canada.



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BAKER'S COCONUT



“I'm so glad we found a breakfast they like.”

“Thank goodness for Shredded Wheat! The children just wouldn't eat breakfast and I was so tired of coaxing them. But when they tried the crisp, tasty biscuits, floating in milk and cream, they were delighted. And best of all—Shredded Wheat is ideal for children. It's just the food to build bone and muscle.”



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WITH ALL THE BRAN OF THE WHOLE WHEAT

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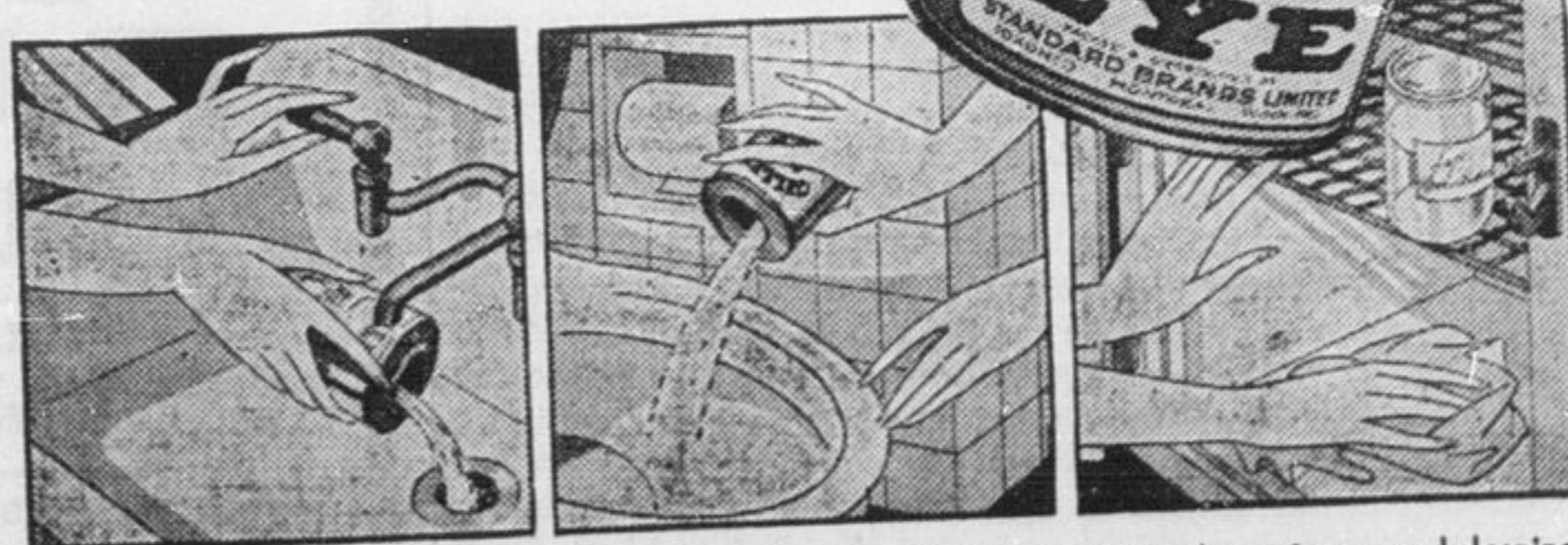
ONE tablespoonful of Gillett's Lye dissolved in a gallon of cold* water provides an ideal, safe solution that quickly cleans everything in the bathroom.

Use it to wash walls, the floor, in the sink and bathtub: . . . and remember, when you use Gillett's Lye, each is disinfected as well as cleaned with the one operation. Once each week, pour full strength Gillett's Lye down the closet bowl and it will always be clean and free-running.

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■ Full strength for Sink Drains ■ Full strength for the toilet bowl ■ In solution for general cleaning

GILLETT'S Lye “Eats Dirt”

For unusual richness, unique smoothness of texture and completely dependable results, use Carnation Milk in all your cookery. Doubly rich in cream, it is most economical. Carnation Milk is safeguarded at the source by clean housing of clean herds and clean handling of the milk. And this protection continues until it finally reaches you in the hermetically sealed container. (See recipe above.)

Milk from Canadian cows, packed in Canada in Canadian cans and cases.

“FROM CONTENTED COWS”