

READY FOR BIG GOLD RUSH TO LABRADOR.

New Midas Lure for Eager Horde of
Treasure Seekers.

By PAUL WHELTON.

CHARLOTTETOWN, P.E.I., June 30.—You will meet the Prospector miners' camping outfit for your Labrador trip.

"Visit Brickley's Bay Bee for your Labrador first aid kit."

"There will be no liquor in Labrador. Take Dunston's concentrated drinks with you."

"Woodfalls, Ltd., has the correct clothing outfit for the Labrador gold seeker."

"We will outfit whole parties going to the Labrador gold fields with all lines of footstuffs. The last Mile Trading Company has them."

"You'll need a kodak in your quest for gold and we can fit you out from A to Z at Melanson's."

"Prospectors! If it's boots or shoes you want—we have them at the Down Town Bootery. Be good to your feet."

The golden sun is slowly rising in the northeast. The great golden west is now tarnished and dull in comparison to the great golden northeast and the new Midas lure.

"Down East" is slowly going gold mad. The full strength of the maldy will break out in another month, it is predicted, and then a determined horde of treasure seekers will plod resolutely into the barren northland, sturdy followers of their ancestors in the days of '49 and in the Alaskan Klondike.

This gold road is not an uncharted road. There are signs up everywhere, signs such as the foregoing signs calculated to lure the gold out of the gold seekers' pockets before they start for the gold fields. The merchants are the only sure-fire gold hunters during this gold rush—and other gold rushes. The prospectors take their chances.

"Way down East they will even sell you a steamship, Mr. Gold Prospector, if you have the cash and the inclination to buy one. Practically the only way to reach the gold fields at Stag Bay is by boat, and the boat

owners figure perhaps that if a man is eager to reach the spot where the yellow metal may be found he will pay almost any price.

But the prospector need not buy a boat. There will be regular service steamship runs put on this summer—within a few weeks, in fact—to Labrador, from Sydney and Pictou, N.S., and Charlottetown, P.E.I. These runs will be made weekly.

ALL SIGNS POINT TO BIG GOLD RUSH.

According to the signs in Nova Scotia, Prince Edward Island, Nfld., and other "Way Down East" points, there is no doubt that a gold rush—and a big gold rush—will take place as soon as the ice melts out of the Bell Isle Straits and the Labrador waters further North.

The big question, however, is whether there is actually gold in Labrador. If there is gold the prospectors will pile into the barren country. If there is not gold, the prospectors will pile in anyway. That's the way of gold seekers. They press ever onward, buoyed up by a constant and unquenchable hope.

The consensus of opinion "Down East," seems to be that there is gold in Labrador.

The staid farmers in the lands nearest the reported gold fields are skeptical. They see a scheme to mulct a certain proportion of the public by unloading worthless land and leases on the same public.

In the cities, however, the viewpoint is different. There are city skeptics, of course, just as there are firm believers. But, for the most part, the men from the city who have read the gold reports believe them. And there will be many of these residents of Down East cities in the rush.

Undoubtedly there will be men in the gold rush from Boston and from other cities and towns in Massachusetts. There always have been Hutter men in past gold rushes. No matter

where one travels, he bumps plumb into a Boston man.

But, coming back to the gold rush that is on the eve of its precipitation, although a number of men have already started the journey, there have been many questions in the minds of prospective prospectors that have not been answered yet. These are with regard to actual location of the gold fields, means of reaching them, conditions in the country and countless other questions.

GOLD IN THREE BROOKS.

The gold reported to exist is in Three Brooks, emptying into Stag Bay, according to H. C. Bell, the President of the Labrador Gold Fields Ltd. The most important of these three brooks is Big Brook, and for the benefit of those who wish to spot it on a map, it lies at 54 degrees, 51 minutes and 30 seconds north latitude and 53 degrees, 52 minutes west longitude. It runs for more than thirty miles through a valley, that is not more than four miles wide, two miles on either side of the wide brook. The valley is fringed with high mountains. There are ample traces of the shifting of the river bed, and clearly defined water marks on the mountain foothills give further evidence that the river has changed its course several times.

At its mouth Big Brook is a quarter of a mile wide, but as one proceeds back along the course, it narrows considerably, continuing in a westward direction through high banks for more than four miles, then turns southwest for seven miles, and then south. On the latter two reaches are numerous little rapids and falls, also salmon pools.

The banks of the river here are a mixture containing considerable sand and gravel and some clay. Along the shore, however, where it is not covered by water, there is a stretch of shallow quicksand into which a man sinks several feet if he attempts to walk upon it.

SOME TREES FOR CABINS.

The land in the four-mile-wide valley is fairly flat and rolling and is intersected by many little creeks and brooks. The lowlands are marshy and wet and are overgrown with low, scraggy spruce, fir and birch growths of value only for firewood. There are a few trees of large diameter, out of which log cabins may be constructed by the prospectors.

This river is not navigable for any craft bigger or heavier than a canoe, and then only for the first ten or 12 miles and there is barely 2 feet of water anywhere in the brook above this distance and there are scores of rapids and small falls.

Gold was first discovered in Big Brook, July 27, 1921. It was discovered in September, 1922, in Black Duck Brook, five or six miles to the south-west of Big Brook.

The rivers flowing into Adylik Bay are miles northeast of Big Brook, were also reported to have shown traces of gold last September, and a stampede for mining licenses resulted. Many claims were staked to be worked this summer when the ice is all gone and navigation is open. The poorest soil sample found by the discoverers on these rivers yielded \$7.50 to the cubic yard, they claim. The gold is "placer gold"—the gold of the Klondike and California. No machinery is required to mine it. A pick, a shovel, a sluice box of rough boards and a pan of tin or sheet metal are all that is required for mining. The only other thing needed is the gold.

WHAT MRS. GRENELL SAYS. Mrs. Wilfred T. Grenfell, wife of Dr. Grenfell, the Labrador Apostle, who has spent years in that land civilizing the natives, is quoted, however, as saying: "I have known for some time there was gold in Labrador and the heira of Americans to that section of the continent may bear fruit." The prospectors, however, must be prepared to face all kinds of weather and sudden changes in temperature, Mrs. Grenfell declares. "Summer in the Labrador," she says, "does not mean that the visitors can walk off the ships in their panama hats and Palm Beach suits."

"Although the sun at midday is so hot that it makes the white explorers as dark as the native Indians, summer nights often see the temperature drop to zero."

"In April the temperature will hover around 35 degrees below zero at night, and it will sometimes reach 40 below. It is no strange sight in the Labrador to see a blizzard in mid-summer. With the sealskin boots, the regular clothing in the Labrador consists of airtight bloomers and a jacket with hood attached. The principle of this clothing is to keep the heat of the body in and keep cold air out."

"The gold prospectors will have to bring their own food along. The high seaboard, dropping precipitously to the sea, offers little opportunity for agriculture, except the production of lettuce and quick-growing greens."

"In the summer they will have lots of fish to eat, for the waters abound in cod, herring, capelin and halibut. It is in these fisheries that the natives earn their living in the summer."

PLENTY OF BERRIES.

Toward August and September, the invaders will find all the blueberries and partridge berries they can eat. But they must bring along their own supplies of other foods, for there is barely enough for the natives

under ordinary conditions.

"They must take brown flour instead of white flour, to ward off the disease called beri-beri, which affects the natives. Besides, the prospectors must have a full supply of tea, sugar, molasses, beans, cornmeal, tinned milk and dried fruits."

There will be no liquor in Labrador, no matter how many prospectors go in. Mrs. Grenfell declared emphatically. Prohibition along that bleak coast is established, and is there to stay. Dr. Grenfell who has established medical and social missions on the borderland of Labrador to assist the native through the frigid winters and to teach them to become self-sufficient, practically rules that frozen paradise of the North.

The only liquor man who ever got a license to sell strong drink in Labrador did not last very long. He proceeded to get half the male Eskimo population dizzy drunk. Dr. Grenfell, a staunch prohibitionist, then proceeded to oust the liquor vendor. Now both he and Mrs. Grenfell have put the ban on liquor forever in Labrador.

WEEKLY STEAMERS.

During the summer and autumn a steamer runs weekly between St. John's Newfoundland, and Cape St. Charles, Labrador, calling at 35 settlements and towns along the east coast, and proceeding northward to Cape St. Charles. Another steamer runs weekly between Bay of Islands, Newfoundland, and Battle Harbour, Labrador, 160 miles from the gold fields. A third steamer, the Reid Newfoundland Company's vessel, leaves St. John's every two weeks, and, calling at various points along the east coast, proceeds to Nain Labrador.

The steamers on the northern route begin running as soon as the ice permits, generally late in June, and cease running when prevented by the ice in December.

In general, the climate in Labrador ranges from cold temperate on the southern coasts, to Arctic at Hudson Strait and is generally so rigorous that it is unfit for agriculture north of 51 degrees latitude, except on low country near the coast.

There are two seasons in the interior. Winter begins early in October with the freezing of the small lakes, and lasts until the middle of June. When the ice on the rivers and lakes melts and summer comes on very suddenly. The lower temperatures of the interior range from 50 to 60 degrees below zero. It is slightly higher on the coast.

MUST DIG IN FOR WINTER.

The gold seekers, however, will be in the interior and will be compelled to "dig themselves in" for the winter. The mean summer temperature in the interior is about 55 above, with frosts every month in the northern portion. On the Atlantic coast the climate is extremely severe, the mean temperature for the year being below the freezing point.

The gold seekers are well warned by Mrs. Grenfell to bring their own foodstuffs, for, according to records and the stories of "Down Easters" who know Labrador, there is very little game in that barren land—certainly not sufficient game to provide food for the horde of prospectors expected to engage in the rush soon.

Among the animals indigenous to Labrador are Arctic hares, which become white in winter; squirrels, beaver, Norway rats, Labrador deer, phenacochys, voles, muskrats, lemmings, porcupines, lynxes, foxes, wolves, otters, skunks, wolverines, mink, weasel, marten and many other smaller animals. In autumn almost all the bays abound in ducks and geese, and there are also ptarmigan, grouse, both ruffed and spruce grouse. Salmon and trout also will be available as food for the gold seekers.

Labrador Goldfields, Ltd., a concern that is selling leases on a royalty basis in the Labrador goldfields, claims that even without further experiment the goldfields are 11 times richer than the Klondike, where \$96,000,000 in gold was washed out of the streams.

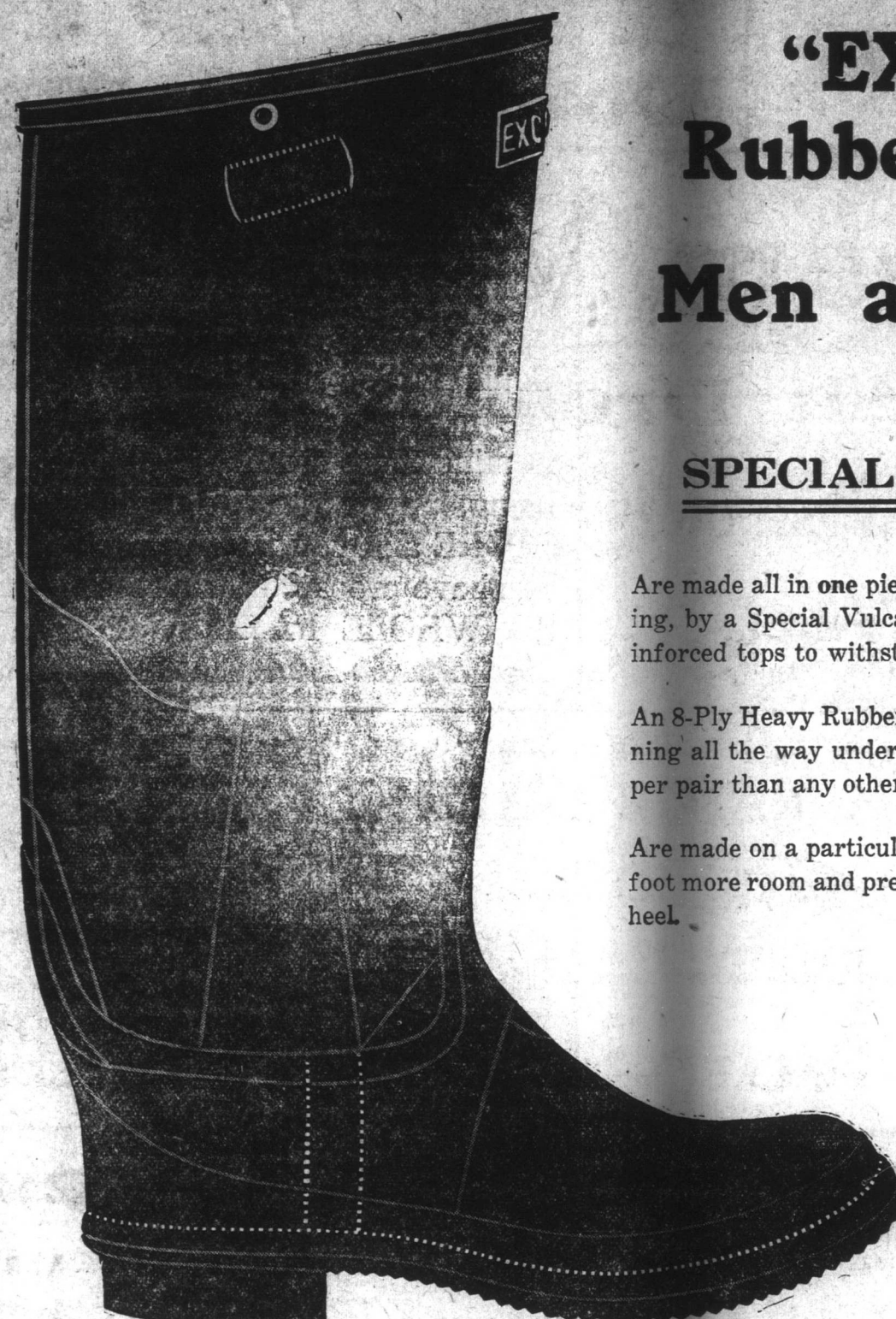
All samples of soil thus far have been taken from the surface and washed. As soon as a vessel can reach Battle Harbour, however, the company states that it intends sending the steamship Petrel to Labrador with engineers and equipment to sound and test bedrock every quarter of an acre in the 18 miles of gold country. The Petrel is now fitting out at Halifax, N.S.

There may or may not be gold in the waste of country that is Labrador. The hardy prospectors who storm up through Halifax, through Charlottetown, on Prince Edward Island; through St. John's, N.F., and the prospectors who "mush" overland will find out to a certainty the answer to the great question.

Labrador bids fair to witness a sight such as old California saw nearly four score years ago, and the Klondike saw in the days of "the woman they knew as Lou." But, according to Dr. Grenfell, there will be no "Last Chance Saloon"; no Hell's Kitchen dance hall, where the dancing girls are

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The Labrador gold camps will be an innovation—if Dr. Grenfell is stronger than the gold seekers or the camp followers.

If the signs hold true, a few weeks will see grim-faced and determined

men, high-booted and rough-clad, clumping off the boats at Charlottetown, at North Sydney, N.S., at Halifax, at St. John's, and loading up on supplies, after which they will clump on the gangplanks of other boats that will take them to the land where the metal of Midas lures.

Charlottetown is 800 miles from Battle Harbour in Labrador. North Sydney is 735 miles. And St. John's is only 600 miles.

There will be doctors in the hordes of gold seekers. There will be lawyers and grocers, college lads and machinists, woodmen from Maine and the timberlands of the Pacific; cowboys from that fast vanishing race that ride the plains; clerks and stenographers; farmers and farmers' boys, who have left the clay for a more subtle lure. There will be the butcher, the baker and the candlestick-maker—all seeking to find out if there

is gold in Labrador.

If there is gold, some will become wealthy. Even if there is gold, some will still remain poor. Most of the gold seekers will have staked their claim in the quest, seeing nothing but success.

What they find will all be in the game—but find out they will. History repeats itself.—Boston Sunday Herald.

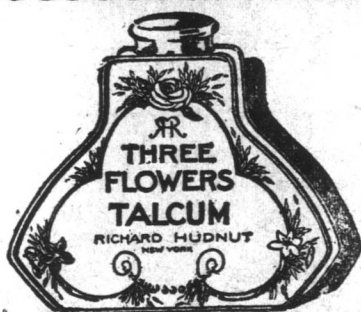
Big Bargains in Childs' Canvas Rubber Sole Shoes; sizes 5 to 9. White, 80c. pair; Brown 65c. pair; Black, 60c. pair at SMALLWOOD, Water Street. June 20, t.f



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Particulars About Three Flowers Contest

The following letter has been received and we gladly avail of the opportunity to publish again the conditions in connection with the testimonial contest.

July 6, 1923.

Dear Sir,—Please publish particulars as regards to composition on THREE FLOWERS TALCUM, as there are a number of people who would like to enter for this and are waiting to hear particulars.

Yours truly,

A USER OF THREE FLOWERS TALCUM.

\$20.00 IN GOLD For a Testimonial

We are now offering twenty dollars in gold to the person who sends us the best testimonial for Three Flowers Talcum. The testimonial should not contain more than 200 words and should be mailed to us accompanied by an empty Three Flowers Talcum powder tin. Persons can make as many entries as they wish, providing a talcum powder tin accompanies each testimonial. The closing date of the contest will be announced later in this paper, and a competent, disinterested party will be the judge. The winner will receive the gold as soon as the results are known. This contest is open to everyone, except members of our own staff. It's an easy twenty dollars. Hudnut's Talcum can be obtained at most drug and department stores in the city and outports. If your own dealer hasn't it, he can get it for you immediately from us. The empty talcum tins can be sent through the mail for three cents, with the testimonial enclosed. Write name and address distinctly, and send the package to

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It is understood that we will not use any testimonial received in this contest for advertising purposes, without the writer's consent.

119, 31, m.w.t.f