

SAVE BY BUYING GOODS OF QUALITY HERE

War Conditions Make Carefulness in Buying More Necessary than Ever

Quality Merchandise Has Supreme Importance in These Days of War. Buying of Quality Goods Vital in the Exercise of Economy.

Quality merchandise is essential in any real economy. The buying of "cheap goods in the poorer meaning of the words is altogether inconsistent with true saving. Those who are giving real thought to economy — to genuine saving in the matter of expenditures — must give special consideration to the question of quality. Indeed, there can be no true economy without the most careful consideration of worth. This people have been very thoroughly lectured on the matter or restricting their expenditures. But there has been too little emphasis placed in the fact that for this reason the first consideration should be quality. It is pointed out time and time again that expenditures must be reduced to the minimum. One common expression has been to the effect that if manufacturers are too much engaged in making consumers goods the efforts of workers in factories is taken away from the necessary work for direct war work. This is quite true, but, perhaps, too little emphasis has been placed on this other fact: that if a man or woman buys in such a way that two articles where one good article would have lasted the life of the two "cheaper" ones, then that sort of economy has resulted in defeating the purpose that should be aimed at during the present trying times. In other words the emphasis should be placed more on

"fashion" if you will. The well-dressed worker will do his job the better. The man or woman taking due pride in their appearance will be the worker usually taking pride in their work. But in these lasting, trying days of war, everything really harks back to economy — to real saving. This, in turn depends upon quality, reliability, dependability, serviceability. These points point the way to genuine economy. The merchants advertising in this issue offer value — worth — integrity. Patronizing these merchants not only mean that the customer will be exercising real economy. But it means also that there will be real economy on the industrial end. Because the goods will give satisfaction there will be no waste on the manufacturing end.

Great Variety in Style and Design in Men's Ties

There are announcements of decreases in colours and styles in this and that and the other in wearing apparel for men and women, but this does not apparently apply in the matter of men's ties. At the present time there appears to be unusually large stocks in the stores of Timmins, Schumacher and South Porcupine of the most attractive ties — all sorts of colour combinations, designs, something to suit old tastes. It is true that conditions have made noticeable reduction in certain imported lines, but the stocks on hand leave such a selection that there seems still to be temptation to buy that extra tie. Some stores are showing Scottish tartan ties that have particular appeal for many. In the past season, reports from Florida suggest that large bold patterned ties had a particular vogue that spread over the country. This tendency has by no means disappeared. In any event the man who looks for bright and distinctive ties, and the man who seeks for the more conservative and quieter neckwear as well as the gentleman who desires something in between the two, will find ample field for choice in the displays of ties in the Porcupine.

Winter Sportswear to Do Double Duty These Times

Writing in one of the trade journals, J. V. D. Carlyle, an authority on men's wear, points out that the coming winter's sportswear and ski clothes will do double duty — will serve for civilian war work as well as active skiing and sports. Following the general trends, he says, ski-wear will be classic, with all of its items down-hill trousers, wind jackets, and parkies, adapting themselves to utility purposes. Heightened popularity will be given to ski-touring to offset the natural decline in the more arduous forms of skiing through so many of the young men going into active service with the armed forces. Ski-touring has one great advantage; it can be enjoyed by everyone being a safe form of sport for middle-aged people, and for the average man and woman for whom down-hill skiing is a bit too strenuous. Ski-touring may be followed in every section of the country where there are parks, golf courses, or rolling country. Among the highlights Mr. Carlyle advises all to watch for are down-hill trousers so constructed that they do not bind at the knees; longer open-front jackets to be worn over sweaters or flannel shirts. Tans and navies are gaining in favour, Mr. Carlyle says, with a falling off in grays.

NEW ORDER

Or, as the Dutchman said to his spouse as they finished dinner: "Is there, my dear, anything left in the bottom of the teapot for me to smoke?" — North Bay Nugget.

Edmonton Journal:— At last, after years of research, a quick cure for ants in the lawn has been found. It weighs two tons and you drop it from an R. A. F. plane.

Toronto Telegram:— Another thing you can bet on is that the fellow who laughs about hay fever is the one who is not suffering from it.

Official Say "Absolutely No Foundation for Report Clothing to be Rationed"

Fabric Supplies Ample for Normal Demand This Year, Says Expert in Men's Wear Merchandising in Contradicting Rumour that Recently Gained Considerable Headway in Country.

The Wartime Prices and Trade Board some days ago found it necessary and expedient to categorically deny a report that clothing was soon to be rationed in Canada. A statement was issued in the matter by M. W. MacKenzie, chief of the supply, distribution and rationing division, saying:—"There is absolutely no foundation for the rumour which is reported from various parts of Canada that clothing will be rationed."

"Anyone circulating mischievous rumors of this kind," continued Mr. MacKenzie, "is hampering the country's war effort. The only ones who could benefit would be unscrupulous sales people using such rumors to move stocks which would not otherwise readily find buyers. It is against the law to buy more than normal requirements of any commodity and it is also contrary to law for a retailer to sell to any person more than his normal requirements."

While the rumors did not originate in the North, they did reach here. As a matter of fact, while it is not definitely proven that they started anywhere near the Capital it is the fact that one of the most noticeable effects of the rumors occurred in Ottawa itself where there was one of the most striking midsummer buying sprees in the history of that city. Despite the denials issued by the Wartime Prices and Trade Board, crowds of buyers continued to storm downtown clothing stores in an attempt to stock up before rationing set in. In Ottawa the rumor was supported by figures and details, among them the allegation that clothing purchases were to be limited to \$90.00 a year for men, \$105.00 for women, and \$45.00 for children. In Ottawa, as elsewhere throughout the country there were statements to the effect that this or that persons had actually seen the ration coupons. One story in Timmins suggested that an unnamed and undiscoverable young lady had received a book of coupons by mistake for some other kind of ration book.

The sweeping denial by the Wartime Prices and Trade Board should set the matter finally at rest. "Men's Wear Merchandising" — the merchandising authority of the Canadian Men's Wear trade — in its current issue states distinctly and definitely that there are sufficient supplies of clothing—and price goods in Canada to fill any demands likely to develop this year. "It is true that manufacturers are supplying customers with only 75 per cent of the merchandise they sold them for last fall and winter," says the journal referred to, "and it is also true that special-order houses frequently have to cancel certain numbers in their sample books or notify retailers that some numbers are temporarily out of stock. But none of these circumstances warrant the assumption that supplies of clothing or fabrics will be inadequate for the coming season."

In reply to the suggestion that in one sense of speaking the retailers are already under a form of rationing, it should be pointed out that in the Dominion generally last fall and winter there was rather abnormally heavy buying by retailers. In some cases, 75 per cent of what retailers received last year would in itself be a sufficient quota for a normal year.

While rationing of clothing is a possibility at some future time if the war conditions continue as at present, there seems no reason why it should be put in force this year or at any early date.

Outstanding Fashions at the Shaheen Store

Anne Louise dresses, and Wimbledon hats are the main feature at Shaheen's Department Store, 19 Pine south. These dresses in the newest of fall fashions, are fashioned on lines and are fitted to please any woman and with accessories including the Wimbledon hats gloves and costume jewelry, a woman may step out of the store with a complete and striking ensemble. Featured at Shaheen's also are popular priced dresses in a great variety of styles and materials, from which you can pick out a smart dress suitable to your taste.

Coats of tweeds, plaids and other fine imported materials, either trimmed with silver fox, lynx, wolf, or any other fur, may be found on display at Shaheen's, and to complete the outfit, a smart sports ensemble, including skirts of plaids, and tweeds, fine woolen sweaters, and smartly cut tailored suits, of a great variety to take your fancy. The store also holds a varied assortment of lingerie, hosiery, gloves, and costume jewelry at popular prices.

In the basement, clothing of every description to fit your child is on display; three-piece sets for children; snow suits; dresses of fine material and assorted colour; and boys' pants, underwear, sweaters, and shirts; a pleasure for any woman to shop in the basement at Shaheen's.

AN EXPERT

Sergeant—"If you could shoot as well as you eat, you'd be O.K." Recruit—"Well, I've only had this gun a fortnight, but I've been practicing eating for 26 years." — Sudbury Star.

bring local knowledge to bear upon local ration problems."

The local boards will have wide powers in administering local matters relating to rationing. This includes such work as issuance of ration books for new born babies, collection of the deceased persons, replacement of lost books, special allowances to soldiers on leave, allowances for preserving, or other special circumstances, changes of address and similar business, which it is believed can best be handled by persons familiar with local conditions.

Sense and Nonsense:— The trouble with a mule-headed man is that he will not work well in harness.

Tweeds Featured at the International Tailors

In accordance with their usual custom of pleasing the public, International Tailors in Schumacher are following the trend and featuring tweeds this Fall. The new Fall Samples have arrived and are now on display. There is a large variety of colors and patterns from which to choose. If you have been contemplating a new suit or coat — or both, you will find that tweed has taken the lead, in preference to every other Fall Material.

Try The Advance Want Advertisements

New Plans to be Used to Handle Ration System

Local People to be Enlisted to Assist in Work.

The Wartime Prices and Trade Board is taking steps to reorganize its ration system, the chairman, Donald Gordon said last week. By enlisting local people with an intimate knowledge of community conditions, it is planned to set up local ration offices in the municipal buildings at some 550 centres across Canada.

While final plans have not yet been announced, the Boards will be so located as to give representation to all areas.

The local boards will be staffed by volunteers chosen from among leading citizens of the communities concerned, who will work without pay as part of their war effort. Mayor and reeves are being asked to act as chairmen of the local ration boards and to submit nominations for board members. The boards will be made up of people representing agriculture, trade and industry, labor, the professions, and women. "The move is designed to give better and more understanding service to the people of Canada with a minimum of expense and inconvenience," Donald Gordon chairman of the Wartime Prices and Trade Board, explained. "It will

NEW FALL SHOES

Designed for

Comfort

Smart styling, with comfort uppermost in the minds of the designers — Plenty of styles to choose from — A wide range of sizes and colours.



NEILL'S
SHOE STORE

9 Pine St. N.
Timmins



FALL SUCCESS FASHIONS

For the Discriminating Woman

You'll thrill to the new creations we have on display for the Fall and Winter season... and most important, they have all been purchased for you with an eye to war-time economy!

Delightfully Styled Fashionable Apparel

at **Budget Prices**

to **Please Milady**

SHAHEEN'S

Bardessona Block

Pine Street South

Not a Fibre Changed

Buying quality clothes has always been the smartest way to thrift. He guided in your search for quality by a name you know and trust. That name is Society Brand. Today, as for nearly forty years—and in spite of shortages and curtailments—this name continues to stand for finer fabrics, finer tailoring, finer style. Not a fibre has been changed. This Fall, Society Brand remains the dependable choice.

Society Brand Clothes

\$30.00 to \$50.00

Mark Bowie & Co. 17½ PINE ST. N.

THE SOCIETY BRAND LABEL IDENTIFIES THE GENUINE PRODUCT

FOR AUTHENTIC TAILORED SMARTNESS

Come to Canada's Most Famous Man's Tailor

TIP TOP TAILORS

Hand Cut and Individually Created for the Wearer

SUITS
OR
COATS
\$29.95

CLOTHING MASTERPIECES FOR MEN!

Tip Top suits are remarkable clothes at a remarkable value in rich colours and clever patterns. Important hand tailoring is worked into these clothes so they fit perfectly and drape in smart, attractive lines. See our selection of new Fall materials today.

\$29.95

Hand-cut and Individually Tailored to Your Measurements

LADIES:

Last Spring more women than ever before ordered their mannish-tailored outfits at Tip Top Tailors... This Fall Tip Top presents an even greater variety of British woollens—still more models in both suits and coats—from which women may choose their outfits.



15 PINE ST. SOUTH
TELEPHONE 1145

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Limited
STORES EVERYWHERE