

## Officers Named By Firemen at Annual Meeting

Make Plans for Operation of Skating Rink by Committee of Fire Brigade

When the annual meeting of the Haileybury Fire Brigade was held last week, plans were completed for the operation of the skating rink, under a committee of five men, officers were elected for the year and the general business in connection with affairs of the Brigade was transacted.

Jack Wilder was elected as assistant to Chief Joe Marcella; A. J. Peacock was named First Captain and N. McCurdy Second Captain. The secretary-treasurer, W. Bradley, was re-elected and Chas. Austin and Val. Chevrete were elected Trustees.

The committee appointed to handle the arena is composed of Chief Marcella, chairman; W. Bradley, secretary-treasurer; J. Wilder, V. Chevrete and Chas. Austin. This committee will report to the department at each meeting.

It was decided that there will be no season tickets sold this year, but instead a straight charge would be made for each night's skating of 25 cents for adults and 10 cents for children. The firemen are looking forward to a successful season's operation of the rink and, with a well organized hockey club, it appears as though there would be plenty of sport during the winter season.

### Spent Pleasant Evening at Dance and Bridge Party

The second of a series of dance and bridge parties under the auspices of the Oddfellow and Rebekah Lodges, held on Friday evening last, was a very enjoyable affair and was attended by a goodly number. Both dancing and card games were thoroughly enjoyed and, in spite of a rather cold and disagreeable evening outside, the crowd had a fine time. Other events of a similar nature are being arranged.

The new plan for holding the dances in the lodge room upstairs while the card games are going on in the banquet room, seems to be working out satisfactorily. The floor of the lodge room has been made fine for dancing and the music being provided is first class.

Winners at the bridge tables were: Ladies, first, Mrs. T. J. Duncan; second, Mrs. M. Austin. Gentlemen, first, Mr. Jos. Isherwood; second, Mr. J. A. Ruttan.

Help the needy ones by making a contribution to the Christmas Cheer Fund. Leave it at your bank.

## Mental Health

By D. M. LeBOURDAIS  
Director, Division of Education, Canadian National Committee for Mental Hygiene

### JEWS LESS SUSCEPTIBLE TO INSANITY THAN OTHERS

Figures Compiled by New York Bureau Disprove Common Belief

It has generally been believed that Jews are more susceptible to mental disorders than non-Jews. This now seems to be incorrect. According to an investigation made by the statistical bureau of the New York state department of mental hygiene, covering admissions to mental hospitals in New York, Massachusetts, and Illinois, Jews have a "markedly lower rate of mental disease than non-Jews."

Figures for New York State, giving rates of admissions to state mental hospitals in 1920 were 40.7 per 100,000 among Jews, and 67.7 per 100,000 among non-Jews; while in 1927 the rates were 42.3 and 75.1 among Jews and non-Jews, respectively.

In Massachusetts, with an estimated population of 225,634

### Hospital for Sick Children

67 COLLEGE ST., TORONTO 2  
(Mothercraft Centre, Toronto)  
(Country Branch, Thistletown)

December 1931

Dear Mr. Editor,

Last year the hospital for Sick Children Toronto through the generosity of friends in every line of publicity was enabled to impress upon the parents of Ontario that any crippled or ailing child was equally entitled to the unexcelled service for which this hospital is world famous. It was also mentioned that if the "Sick Kids" - as the institution is affectionately called - were to look after more youngsters it would need more money for their maintenance.

What happened in 1931 was that more children came to the hospital, but also about \$10,000 less money to maintain them. I spare you the statistics, but I cannot alter the fact that if the Hospital for Sick Children were not a provincial charity its debts would not be as burdensome as those under which it seems fated to enter 1932.

The hospital's immediate neighborhood (Toronto and York County) has kept up close to its average subscription per patient. But outside that area there has been a sad drop. What should be done?

The Hospital for Sick Children is not a local concern. Its aim is that no Ontario youngster shall go handicapped through life either because of deformity or disease. That cannot be accomplished with a cash-box full of overdrafts. Yet that is the position to-day and it is not one which can everlastingly continue. So Mr. Editor will you not invoke your readers to lend us a helping hand? Not one of them I venture could care to see the "Sick Kids" with a mortgage over their heads.

Faithfully yours,  
IRVING E. ROBERTSON,  
Chairman of the Board of Trustees

Jews and 3,914,163 non-Jews, the rate of admissions from 1926 to 1928, inclusive, was 31.2 per 100,000 for Jews and 73.6 for non-Jews.

In Illinois, based on a Jewish population, in 1927, of 345,980, and a non-Jewish population of 6,905,814, admissions to mental institutions were 29.6 per 100,000 Jews as against 64.2 per 100,000 non-Jews.

To check the possible effects of city dwelling upon mental disorders, figures for New York City were analysed. In 1925 there were in New York City, 1,713,130 Jews. The rates of admissions to all classes of institutions, public and private, for the treatment of mental diseases, were 40.0 for Jews, and 78.4 for non-Jews in each 100,000 of the population, respectively.

Jews, however, are more subject than non-Jews to the functional types of mental disorders. That is to say, those disorders which might be termed "psychological," and which apparently are not due to organic deterioration. The two leading disorders in this group, manic-depressive insanity and dementia praecox, accounted for 58.8 per cent. of the Jewish admissions in Massachusetts, as compared with 33.5 per cent. among non-Jews; while general paralysis, senile dementia and cerebral arteriosclerosis, the leading organic mental disorders, accounted for only 14.2 per cent. among Jews, as compared with 30.8 per cent. among non-Jews.

## Haileybury in 1924

Items from the Files of The Haileyburian of Seven Years Ago

The Haileybury Retail Merchants' Association was organized in the Oddfellows' Temple last night, when some 20 local merchants became members.

A Boys' Work Board for the towns of Latchford, Cobalt, Haileybury and New Liskeard, was organized this week as a result of a visit here by Mr. C. F. Plewman, secretary of Boys' Work in Ontario.

The town council has decided not to change the limits of the restricted area in the downtown section, turning down a request by two local men who wished to have a section taken out of the area.

A fire destroyed a chicken house belonging to M. Austin, Blackwall Street, together with 45 of the 46 birds in the flock. A small stove in the building had had a fire in the morning, but it was believed to have died out.

The officers of the Haileybury Branch, G.W.V.A., were re-elected for another year at a meeting of the branch held on Friday

night. A. Keddie Sr. is president A. McAulay, vice-president, and J. B. Stirrup, sec.-treas.

Silas Cook, who will make ice at the curling rink this winter, is already on the job and it is expected that there will be curling for Christmas.

Mr. and Mrs. Geo. White, re-

cent arrivals in Haileybury, have the somewhat unusual experience of having their three children with their birthdays all on the same day, November 17th.

Dr. W. C. Arnold was in Kirkland Lake on Tuesday conducting an inquest into the death of a miner who was killed at the Teck Hughes.

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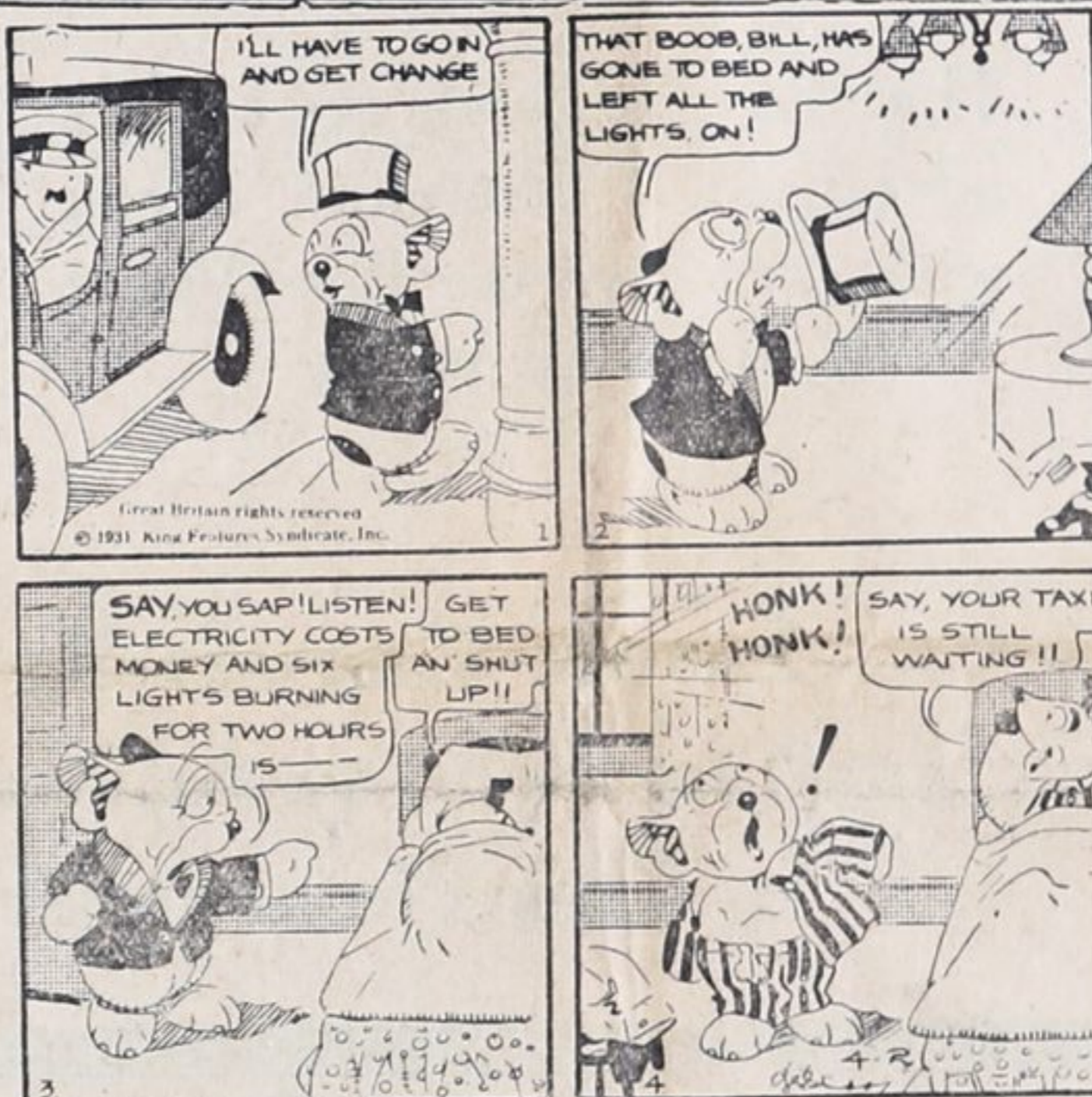
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# Making Money In Retailing

IN THIS town are many retailers who could and should have larger businesses.

The right way to get on in business is to set sales mark for the year — \$5,000, \$10,000, \$20,000, \$50,000 — whatever is reasonable and within one's financial ability.

Then the year's objective should be reduced to weekly and monthly amounts, in accordance with the seasonal character of one's business.

Then the next thing to do is to calculate the number of sales transactions needed each week to produce the weekly sales objective. Thus, if one's average sales transaction is 50 cents, and if one's weekly sales objective is \$100; then, clearly, the retailer must have 200 sales

transactions every week. This may mean 200 customers.

So the retailer's job is to get into his store 200 customers each week — an average of 34 a day.

These customers to be secured at the rate of 200 per week require to be (1) invited, publicly and regularly, by advertisements in this newspaper; (2) informed about the seller's merchandise, prices and service—again by advertisements in this newspaper, and (3) so well served by the retailer that they will become "repeaters."

The main thing is customer attraction in required and pre-determined numbers, and this is achieved by interesting and warm-blooded advertisements in this newspaper.

Our Advertising Department stands ready to help retailers prepare customer-attracting advertisements

Issued by the Canadian Weekly Newspapers Association