

News Notes of the North

Paragraphs Pertaining to Happenings of Interest During the Past Week

PIONEERS TO SEE ROYALTY

At a meeting of the Porcupine Prospectors' Association in their club rooms in the Florio hotel, Spruce street north, on Tuesday night, it was decided to arrange to take George Bannerman and Harry Preston by airplane to Sudbury next month so that these two esteemed discoverers of the Porcupine gold camp may be specially presented to the King and Queen on the occasion of the royal visit to Canada next month. In view of the fact that this is the 30th anniversary of the discovery of the gold mines of the Porcupine, it is felt that the proposed action of flying these two popular prospectors to meet the King and Queen at Sudbury is a particularly appropriate and timely gesture.—Porcupine Advance.

JUVENILE DEPREDATIONS

Five juveniles confessed to police officers here yesterday to breaking and entering five freight cars on the Temiskaming and Northern Ontario Railway siding on Monday evening. Shortly after the investigation got under way, police officials rounded up a gang of youngsters and after a number of hours, the five youths confessed the crime. The actual theft was very small and consisted mainly of a broom and a pair of meat hooks. Damage to the doors of the box cars provided the largest part of the crime. The five youths will appear in juvenile court.—Timmins Daily Press.

FLYING CLUB PROGRESSING

Although in operation only 16 weeks the Kirkland Flying Club now has 16 students flying solo. That means they are going up and doing their stuff in the air without an instructor. Organized only 16 weeks ago early in December, the club now has 18 night students and 69 enrolled in the ground school. In fact, that is all the club can handle now. The club has two airplanes at present and will add a third as soon as the spring break-up comes. The planes now in use are a Taylorcraft and an Aeronca Chief. The one to be added in a few more weeks will be another Aeronca Chief. Wally Siple is the instructor and he is so busy these days that the club really isn't fully organized yet. So far it is just a group. It is planned to have an organization meeting very soon to set up officers and committees.—Kirkland Lake Northern News.

QUINT OBEYS ORDERS

Wee Emilie Dionne, the comedienne of the famed quintet, caused great laughter in the Dionne nursery this week with a comical display of her new spring finery. Yvonne, Cecile, Annette, Marie and Emilie were outfitted with new rubber boots, to protect their feet from the melting snow in their play-yard. "Rubber boots are only to wear in water," impressed Nurses Molly O'Shaughnessy and Louise Corriveau upon their famous little charges. The quints took heed. At night, as the youngsters were being prepared for their baths, Emilie remembered orders Clad in nothing but her shiny rubber boots, she dashed to the tub and clambered in. Needless to say, when the nurses managed to cease laughing, the boots were removed, and the bath proceeded in the customary fashion.—North Bay Nugget.

FIREMEN'S RELIEF FUND

A basket picnic, dance and probably a varied sports program will be held by firemen and their friends of Temiskaming and Cochrane districts at Culver Park Swastika, on May 24 to wind up their campaign to establish an emergency relief fund for voluntary firemen. Primarily the fund is being established to defray the expenses incurred by Chief St. Germain of Amos, Que., who suffered a fractured neck in a tournament last year at Noranda. It is felt by the various fire fighting brigades of these two districts that there should be a

fund for similar purposes and it is for this reason the extensive campaign is being carried on. It is hoped not only to fully meet the heavy expenses incurred by the Amos fire chief but also to set up a substantial nucleus for a fund to meet such emergencies in the future among firemen of these two districts.—Kirkland Lake Northern News.

TO GUARD KING AND QUEEN

Enlistment of a volunteer force of 1,000 civilians and 500 returned soldiers to augment the police of the district in controlling the huge expected influx of people into Sudbury for the visit of Their Majesties, King George and Queen Elizabeth June 5, was proposed at a meeting attended by Mayor W. J. Laforest and representatives of police forces of the district, Wednesday afternoon, to confer with Supt. V. A. M. Kemp commanding officer "A" division R.C.M.P., Ottawa, and F. W. Abbott, O.B.E., former deputy assistant commissioner of the Metropolitan Police, Scotland Yard London.

REAL ESTATE BOOM

Don't be surprised if one of these days a very profitable gold mine is located on one of the main corners of the town. When looking the post office situation over it seems that owners of property seem to think there is that possibility when offering lots for sale for the purpose. What doesn't seem to get across is this: The government have appropriated \$20,000 for a post office. If a lot sells for \$5,000 then the building must be constructed for \$15,000. Possibly this is not taken into consideration by the property owner, but it certainly is being looked at from the standpoint of the men who have the deciding to do.—Chapleau Post.

REACHES 99TH BIRTHDAY

Mrs. Jos. Warren of Savard had a pleasant surprise when the ladies of the North Road United Church W.A. and other friends gathered at her home on April 1 to join with her in celebrating her ninety-ninth birthday. A picture was snapped by Mrs. A. Middleton of Mrs. Warren and her birthday cake with its ninety-nine candles. Birthday greetings were extended from the W.A. also from other friends. Mrs. Warren thanked them in her quiet manner. The afternoon was spent in singing Mrs. Warren's favorite hymns. Then luncheon was served.—The Temiskaming Speaker.

INFANT WELFARE CONFERENCE

In the Northwestern Classroom of the Public School. THURSDAYS, 2 to 4 p.m. This Conference is for Infants and pre-school Children.

Local Business and Professional Cards

- C. F. Tuer K.C. BARRISTER SOLICITOR NOTARY PUBLIC Bank of Nova Scotia Building HAILEYBURY, ONT. PHONE 360
- Dalton Dean Barrister, Solicitor and Notary Member of the English and Ontario Bars. Jory Block Haileybury, Phone 11
- Dr. W. R. Somerville DENTIST Bank of Nova Scotia Building Main St. Ferguson Haileybury
- K. M. Stephen, C. L. U. Insurance and Real Estate District Agent, Mutual Life of Canada Macdonald Block Haileybury Phone 322

Resurrected Refugee



Risen from the dead, and ready to begin life anew, Dr. Jonas Borak, radiologist, is pictured aboard the S.S. Paris as he arrived in New York. When Hitler "Anschlussed" Austria out of existence, Dr. Borak was taken from his Vienna home—and later was reported to be among the large number who had committed suicide while in custody—but he was released. The story is that he saved the life of the wife of a high Nazi official. She had been suffering from cancer of the breast, and Dr. Borak is said to have been given his freedom and a passport in gratitude.

District Ore Shipments

Ore shipments of 439,244 pounds from mines in the Cobalt area during the month of March are reported by the T. & N.O. Railway. There were six cars in the list, with the Temiskaming Testing Laboratory accounting for three of them containing 202,450 pounds of the total. The O'Brien shipped one car with 87,400 pounds, J. A. Samuel was the shipper of another, which contained 66,134 pounds, and the sixth was from Cobalt Products Limited and carried 83,260 pounds. With the exception of the car shipped by Samuel, which went to New York, the ore was all destined for Marmora.

THRILLING NAVY AVIATION PICTURE AT THE EMPIRE

Over 700 warbirds filmed in action for the first time, including the 14-ton flying destroyers, pursuit bombers and training planes caught by motion picture cameras zooming in battle maneuvers, blind flying, power diving, thrilling display of strength in "Wings of the Navy" which plays at the Empire on Friday and Saturday this week, with an impressive cast headed by George Brent, Olivia DeHaviland, John Payne and many others. Perhaps the background of the story, which, as the title implies in the naval aviation service, lends itself more readily than any other arm of national defence to the purpose of thrilling drama "Wings of the Navy" emerges as a completely compelling production that holds the spectator continually engrossed from the first minute to the last. Added to it is another realistic story of life at a typical college in which youthful romance is interwoven with all thrills of football, "Swing That Cheer" with Tom Brown, Robert Wilcox, Andy Devine and Constance Moore.

On Monday and Tuesday, the Empire will play Shirley Temple in her first technicolor film, "The Little Princess." Produced on a more pretentious scale than any previous Temple picture, advance reports have acclaimed this film not only the dimpled star's finest, but one of the truly great films of all time. The story of "The Little Princess" takes place in one of the most colorful periods in English history, when Victoria's long reign was drawing to a close and the Empire was engaged in the Boer War. Included in the cast are Richard Green, Anita Louise, Ian Hunter and Cesar Romero. Added for your enjoyment, a gay whimsical comedy forms the background for the romantic story of "The Girl Downstairs" starring Franciska Gaal, Franchot Tone, Walter Connolly and Rita Johnston.

Adventure and excitement in the trackless jungles of the upper Amazon River highlight Jack Holt's new drama "Flight Into Nowhere" which comes on Wednesday and Thursday. The story, briefly, concerns a headstrong irresponsible air pilot who crashes in unexplored South American country

as the rapid-fire action that is characteristic of all the tales of which the intrepid girl reporter is the heroine. To show Chicago school children what wheat is like, the Field Museum exhibits more than 100 varieties from American fields and ancient grain from Iraq and Egypt.

Dear Jonnie
You auto feel my
mussels now since I
bin eating Purity Oats.
Tell your mom there's swell
china in every Premium
Package so shell buy
Purity Oats for you.

The flavor of Purity Oats is finer, the color is whiter, and the "body" is fuller. It is the breakfast food of thousands of husky boys and girls. Five minutes from pantry shelf to the steaming, delicious dish. Try this grand cereal to-morrow morning. Get it with or without fine chinaware premium.

PURITY OATS

MADE BY THE MILLERS OF PURITY FLOUR

COMMERCIAL PRINTING

Stationery and Ruled Forms
Envelopes, Statements, etc.

The Haileyburian - Phone 24

WE ARE SALES AGENTS FOR

FIRST IN QUALITY FIRST IN SERVICE

Manufactured by
Consolidated Sales Book & Wax Paper Co. Ltd.
Hamilton - Canada

A phone call, No. 24, will bring samples, prices

THE HAILEYBURIAN

AD (to draw) VERTO (toward)

Perhaps you, also, have been forced to arrive at a rather uncomfortable conclusion from the things you have been seeing and the sounds you have been hearing recently... a conclusion that many advertisers do not know—or, knowing, do not remember—just what that much misused and abused word Advertising means.

Our dictionary tells us that Advertising is derived from the Latin, Ad (toward) and Verto (to draw). It means to draw toward.

Comes the question: Is it possible to attract the greatest number of buyers toward a specific product by imitation, senseless hallhoo, deceit, or quicksand reasoning? Can it be accomplished by tingling language or by pictures of beautiful feminine legs?

To draw toward—no mean job. But a job which can be done well, as demonstrated by the scattered few who are doing it. And to do it is not complicated. It requires the certain knowledge of how much benefit the buyers can get from your product. It requires an ability to give people this knowledge in a simple, truthful, interesting manner... and the courage to keep telling until the stars fall.

This screed opens with the word Perhaps. With your permission we shall end it the same way.

PERHAPS it might be well for us to remember that the word Advertising does not mean cleverness, trickiness, sexology, wit, art, nor self-glorification. It means to draw toward.

It means to DRAW TOWARD

Mr. Local Business Man:
If you want to DRAW customers TOWARD your store you should be a regular advertiser in

THE HAILEYBURIAN

MILD CHEESE SPECIAL!

2 LBS. \$2.29

SPECIAL! AUSTRALIAN SULTANA RAISINS	2 Lb.	.23
SPECIAL! "THINSHELL" SODA CRACKERS	2-Lb. Pkg.	.25
SPECIAL! BULK BLACK TEA	lb.	.39
SPECIAL! ALL KINDS BULK MACARONI	6 Lb.	.25
SPECIAL! P & G SOAP	YOUR CHOICE AT 7 Cakes	.25
PEARL SOAP		
HUTTON'S VEAL Ham and 8-oz. Tongue Tin	.10	
McLAREN'S JELLY Powders Pkg.	.05	
OLD COLONY MAPLE SYRUP 16-oz. Bot.	.29	
TEXAS PURE GRAPEFRUIT JUICE - 3 20-oz. Tins	.29	
TIGER CATSUP 18-oz. Bot.	.10	
KELLOGG'S ALL WHEAT FREE! Blue Sugar Bowl or Cream Pitcher with 2 Pkg.	2 Pkg.	.27

DOMINION MEATS

Lamb Fronts	.16 lb.
Lamb Chops	.34 lb.
Fresh Pork Legs	.23 lb.
Tenderloin	.35 lb.
Shoulders	.19 lb.
Butts	.23 lb.
Sliced, Lean Bacon	.31 lb.
Headcheese	2 lb. .35
Fresh Fillets	2 lb. .35

DOMINION STORES LIMITED