

The HAILEYBURIAN

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VALUE OF ADVERTISING

In this Jubilee year, we are finding as we enjoy the few precious existing copies that there is nothing new under the sun. In the 1912 edition, we find an appeal to advertisers "Now in The Haileyburian, you have waiting to render you service, a newspaper which will go into every house in town; paper which will be read by everyone and will therefore be placed right under the nose of every purchaser in town exactly what you wish to tell them.

Surely, you are sufficiently alive and up-to-date to have something you wish to tell the people which will increase your business.

Therefore, in your own interest get busy and find something to tell the readers of The Haileyburian.

Your success will depend on your ability to convince people that it will pay them to come to you. Let us see a little of that ability. Haileybury boasts that its business men are alive. Show it to the world; don't allow outsiders to say you are all dead.

The words hit home with us this week because we devoted some time to writing a lengthy letter in answer to a request from a family in Ohio who had written to us for a copy of The Haileyburian in which they expected to find advertisements giving them information on where they could find a nice tourist resort with a cabin to rent. In fairness to the operators of cabins in the district, we thought we should warn them that we have never rented a cabin nor do we have any idea of what they offer to this million dollar industry which we are

supposed to be interested in attracting to this area. This is the second such letter we have undertaken to answer rather than let the Chamber of Commerce down but who gets the tourists depends entirely on the editor's mood. We suggest at least one insertion so that we can comply with future requests in the proper manner setting out rates and attractions.

CAPACITY ENROLMENT

Every page we turn today, inevitably we read a story on Canada's glowing mining picture and the tremendous opening up of this country during the past few years. It follows that ambitious young men trained in every phase of mining must be turned out each year if the standard of the industry is to be maintained at top levels. With this thought in mind, Haileybury can take pride in the fact that already over ninety registrations have been entered for the fall term at the Provincial Institute of Mining. Since the school can only accept one hundred students we have reached a point which indicates that applications will be turned down. It must be no small source of satisfaction to the Principal and those citizens who have devoted so much to the establishment of the school through the years to know that their efforts were so well directed.

FLATTER HIM

"She must realize that most men marry, first and foremost for a home of their own. children, the passing-on of their heritage and their life-blood and the perpetuation of their mother's cooking. She must realize, too, that a young man puts the same price on a girl as she puts on herself, and respects her accordingly; and that all through history the women who have made the most successful alliances have been those who have been able to flatter their other half into believing himself to be twice the man he really is."

—Godfrey Winn

New OPP Inspector Appointed Last Week

The appointment of Provincial Police Sergeant J. E. Johnson to the post of Inspector for No. 12 District was announced last week. Inspector Johnson, who arrived in Haileybury last June, has been acting Inspector since the death of Inspector N. S. Smaile. In his new post, Inspector Johnson is in charge of provincial police in an area stretching from North Bay to north of Kirkland Lake and from the Quebec border to Hagar. There are sixty-four provincial police under his direction.

Laughter At Home

"Domestic humor demands neither cleverness or wit; it is merely an attitude of mind. Know yourself and laugh at what you know. When you have cause to censure the children, let your censure bounce off an effigy of yourself. The family that laughs together, loves together."

—W. H. Moore

HIGH SCHOOL CADETS LEAVE FOR COURSES

Six high school boys, three from Cobalt and three from Haileybury, left on Monday evening for government sponsored training camps. Applications were accepted from David Wilton, Paul McAlpine and Kenneth Messenger of Cobalt and from Paul Dodds, Bob Gilkes and Harold Hammerstrom of Haileybury. To be eligible the boys had to be at least 15 years old and have a good record as a member of a high school cadet corps for a year. Cadets Wilton and Gilkes went to Camp Ipperwash for Senior Leaders' Course and the other four to Camp Borden for motor mechanics and signals.

Phone 52
Modern Taxi
Hotel Haileybury

LIBRARY HIGHLIGHTS

"Far, Far From Home" is Ruth McKenney's latest rollicking saga of misadventures. To look at almost anything through Ruth's eyes is a cure for what ails you. It relaxes a body and gives one a chance to survey the local scene and marvel at how cock-eyed we can get.

The Branston family, Ruth and Richard, Tom 14, Pat 10, and little Eileen, 4, set forth from Westport, Connecticut, to drink deep of old-world culture. They settle in Brussels, by mistake. The Kents, who were going to join them there, never arrived—they decided on Rome instead—and the house they were to have never had existed. But that was O.K. with the Branstons. Without one acquaintance or one word of the local lingo and with out proper papers, like true Americans "Westward Ho", they just kept on going.

One merry adventure follows another. They make friends—fine unforgettable characters—and appreciate the differences between peoples. They learn French and delve into French romance. They introduce their

friends to American literature. When they defined a "pied a terre" as a "love nest" and their friends decided after perusing Faulkner that in America, "one sheds a wife as the snake sheds its skin", how wrong they both were!

The book brings them back in safety to New York and Brussels will be remembered as the city in which the Branstons stayed a while.

God dropped a spark down into every one,
And if we find and fan it to a blaze,

It'll spring up and glow, like—like the sun,
And light the wanderer out of stony ways.

—John Masefield.

In 1952 17 murderers were sentenced to death in Canada. Peak year of the 1928-52 quarter century was 1946 when 32 were sentenced to die.

Of the 44 trading countries in the world, 31 per cent collect a higher percentage of tariff duties than does Canada.



4 TRIPS EACH WAY EVERY DAY

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9.10 a.m. 4.25 p.m.
12.45 p.m. 11.59 p.m.

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Lead and carbon deposits which are responsible for the greatest power loss in today's cars, can now be neutralized by the newly discovered additive TCP.

How these deposits steal power
These deposits build up in combustion chambers and glow red-hot when you step on the accelerator to pass a car or make a hill. These "hot spots" set off the fuel charge before the piston is ready for its power stroke. This is called pre-ignition: power works against you instead of for you.

Lead and carbon deposits also accumulate on the tips of spark plugs and prevent the spark from doing its job. The deposits actually divert electricity from the electrodes and keep the plug from firing. This is called misfiring. It results in wasted fuel and power.

The greatest Gasoline development in 31 years.

That's the way power is held captive in your car, but now this captive power can be unlocked by Shell Premium Gasoline with TCP.

TCP additive changes the character of the deposits. Instead of glowing red-hot in combustion chambers, the deposits are fire-proofed and become harmless.

Pre-ignition is prevented, and power works for you. Moreover, the deposits can no longer divert electricity away from the electrodes. The spark goes back to work—turning fuel into power! With continued use of Shell Premium with TCP, you get up to 2 1/2 times longer spark plug life.

A tune-up without tools
In a nutshell, TCP additive lets your engine have all the knock-suppressing benefits of modern fuel without its power-wasting side effects. That's why you'll feel your engine's had a tune-up by the time the second tankful is consumed.

Because today's gasolines are always building up deposits, the only way to keep these deposits harmless—to always get full performance from your engine—is to use Shell Premium with TCP. You'll find it now at all Shell Dealers—the only place it's available.

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