

A Few Personal Words To the People of the Porcupine

First of all, to one and all we extend the sincerest good wishes of the season.

We want to see "Advance!" the one best motto for the whole district, and we want to see The Advance the one best paper of the whole district. We are doing our part. Will you do yours?

The Advance is the only full-size, eight page newspaper published in the Porcupine. It makes a specialty of real Mining News and Local News, and earnestly endeavours to fully and fairly cover both fields. You can help in this by passing on any personals or notes of local interest. We have the plant and the facilities and with the help of the people we can make this the best local newspaper in Ontario. By helping to this end you will be helping materially to boom the Porcupine District. A town is known by the newspaper it keeps!

Another way that you can help is by being a SUBSCRIBER as well as a READER. Perhaps it is better for you to borrow a paper to read than not to read it at all. But it is not better for us. You want to do the fair, square thing, without obligation to anyone. The Advance is \$2.00 a year, strictly in advance. How about it?

Merchants may help materially in building up their town by building up their newspaper. Incidentally they will be helping themselves most of all by building up their business. The Advance covers the field and it is not fair to yourself nor to the people to miss the opportunity of keeping the public informed of your business service and values. The Mail Order Houses offer double rates for the opportunity, but The Advance prefers to keep the field for the local merchants if they have the snap to take it.

The Advance intends to advance in 1917. Get into the advance, with The Advance. Then all can advance all together.

THE PORCUPINE ADVANCE, - TIMMINS, ONT.