

PORCUPINE HONOR ROLL

569

A list of the Porcupine men who have volunteered for overseas service since the beginning of the war appears hereunder. As some men from this district have enlisted for service with outside units, their names may be missing from the list, and we ask our readers to supply them as soon as noted so that the muster may be complete for reference.

A
Allan (Rev.), Capt. J. M.; Adamson, —; Adams, G. F.; Allison, P. R.; Anderson, A. J.; Armstrong, Preston, P.; Ayre, Arthur; Andrews, Lieut. Fred; Andrichuk, J.

B
Baker, L. G.; Bailod, Arthur; Babin, Harvey; Bird, T. W.; Bouchard, H.; Breteau, A. H.; Briason, W.; Burton, G.; Brady, Wm.; Bush, Jack; Bawick, Sergt. R. C.; Bird, Ira L.; Bradley, P.; Bridson, Wm.; Barnett, C. E. (killed in action); Bowers, M.; Beck, Andy; Brinton, David; Brooks, F. S.; Bennett, Wm.; Bailod, James A.; Beattie, Ross; Biesenthal, Chas.; Basked, Samuel M.; Ball, J.; Brennan, Jack (killed); Barelay, J.; Batters, Howard; Batterby, W. F.; Brown, Wilfred; Biasette, L.; Borden, L.; Boudreau, J.; Bushfield, W. A.; Bartlett, Robert A.; Barkhouse, F. A.; Bourdignon, Felix; Brown, Geo. A.; Brown, James; Baker, Frank; Burrows, Arnold; Bailey, G. E.; Blodgett, Ernest; Bougett, E.

C
Cole, Manley; Chilcot, A.; Carr, T. I.; Cotton, Sergt. Thos. (killed); Cleot, J. D.; Caronneau, P.; Craigh, E.; Champagne, W.; Cadorette, C. Chayth, C.; Cuthbertson, F.; Champagne, H.; Carr, Ben; Carmichael, Corpl. Ed.; Close, Archie; Carlick, Rog.; Craig, Erwin; Cashman, J. W.; Coyne, Larry; Craveth, I. C.; Cichom, G.; Charron, L. W.; Christie, J. J.; Cusworth, H. E.; Caley, J. Lewis; Carey, John; Cooper, Jos. M.; Carr, D. G.; Connolly, F.; Connelly, R. G.; Crawford, S.; Capes, H. E.; Cooper, Corpl. J.; Calverley, R.; Casson, Lance; Corporal E.; Campbell, T. C.; Canie, E.; Charbonneau, E.; Clairmont, A.; Coleman, J. H.; Cotes, L.

Cote, E.; Cote, A.; Cyr, P.; Coulis, John J.; Compeau, J.; Curtis, W. T.; Corris, Frank; Campbell, G. V.; Callum, Robert, Cote, Juillan; Cramp, Fred A.; Clark, Rufus; Cretney, John; Henry; Coulis, Louis L.; Coleman, Fred; Couillard, Wilfred; Cherron, George; Carmichael, Robt. G.; Canel, Eincle; Chevier, Joseph.

D
Denzil, J. Jarvis; Dorian, Matt.; Desceoteau, A.; Deschane, J.; Dobbs, W. S.; Desoliner, H.; Doust, A.; Douglas, O.; Dallere, W.; Docke, Eddie; Dooley, Andy; Doherty, B.; Dedine, James; Desaulniers, Claude; Dettavio, G.; Dodds, W. H.; Dixon, Lee-Corpl. H. R.; Desarmen, L.; Dubois, G.; Ducharme, A.; Drake, S. W.; Dinsmore, W. H.; Dunsford, Leonard; Dawson, Wm. G.; Draycott, Albert E.; Donnell, John J.; Dowsley, G. W.; Dupuis, A.; Deacon, Wilfrid.

E
Elgie, Arthur; Elgie, Jr.; Elgie, A.; Endress, Dick; Elgie J.; Erafeu, E.

F
Fraser, L. A.; Faragher, J.; Frisby, Henry; Fleming, Stanley; Fry, Wm.; Francois, J.; Fraser, A.; Fraser, Andrew; Fettes, Frank Arnold; Ferrari, O.; Francis, Jas. H.; Fleming, Jas. S.; Frechain, "Curley"; Francis, F.; Fleming, S. J.; Fournier, Joseph.

G
Grindy, Herbert (killed); Gagnon, F. J.; Garret, Frank; Goudy, W. K.; Gauvin, J.; Guertin, P.; Gellomino, G.; Galloway, J.; Gardiner, Harold; Groulx, J. H.; Graham, Fred; Gilbert, Egean; Grimes, Percy; Gardner, Scottie; Gentile, A.; G. Lanzi; Grenier, A.; Gould, L. H.; Gallagher, Corpl. P.; Godin, T.; Grindly, H.; Gibson, T.; Gauthier, U.; Gillies, S. Gentile, G. Galai, E.

H
Hogan, J.; Hadwin, J. M.; Hortie, H.; Hughes, R.; Hall, W. H.; Harris, L. W.; Houle, E.; Harris, Len.; Hornby, Fred; Harvey, E.; Hancock, T. R.; Huisepppe, T. D.; Holland, L. H.; Hardman, Archie; Hay, Andy; Hemming, J. S. (killed in action); Hinks,

Chas. H.; Hill, Dave; Harvey, Chas.; Halerow, Herbert; Huntley, Tom; Holland, Major E. J.; Holland, Ernie; Hayward, Paul D.; Horne, Ambrose; Hurley, Dan.; Harris, Talberte; Hamilton, James; Hopkins, Russell; Halliwell, Ralph; Hawkins, Peter; Hlland, G.; Hutchinson, Austin; Hutelinson, Reg.; Hughes, Owen J.; Henry, T. G.; Haughland, Andrew; Hayward, Edwin; Haysmith, A. L.; Hogg, J. Hughes, Robt.

I
Insole, Sergt. Geo. H. B.; Inhowik, Andrew; Irving, Gordon.

J
Jones, Wm. H.; Jackson, A. D.; Johnson, J.; Jermyn, Chas.; Johnston, J. W.; Jeffries, A. G.; Johnstone, R.; Jeffries, Len.; James, T.; James, Thos.; Jamieson, Bert.; Johnson, Lawrence; Jordan, J. J.

K
Kennedy, Flt.-Lieut. P. (killed in action); Kelly, J. J.; Kelley, Geo.; Killians, Roy; Keene, I.; Kennedy, Geo.; Kenning, Fred.; Kerr, D. G.; Kelly, —; Kennedy, Gerald A.; King, W.

L
Lessard, Roy; Leary, A.; Laehine, J.; Labovitch, J.; Lavalle, W. J.; Lavalle, A.; Lemay, A.; LaPlane, J.; Lelieve, W.; Lloyd, H.; Langlois, I.; Lyons, Thos.; Lyons, Jean; Lanciault, H.; Ladue, C.; Larose, Mae; Leroux, Joseph E.; Ledgard, Frank; Levalley, M.; Lyons, E.; Lang, Mae; Capt.; Lobdell, H. R.; Lemieux, Ed.; Linn, S. J.; Lago, G.; Lynn, S.; Latreuss, A. P.; Lowes, Lee-Corpl. J. J.; Lindsay, Samuel P.; LaChapelle, Omer; Lille, Jim; Lett, Russell; LaVoie, Joseph; LeForest, Joseph; Lennen, I. P.; Levine James N.; Lalonde, David J.; Lambert, Louis.

M
Mansfield B. (killed in action); Moore, G. E. (killed in action); Mansfield, C. (killed in action); Melzer, F.; Monahan, R.; Manguke, L.; Martin, G. G.; Mason F.; Murray, J. G.; Maloney, Mike; Munro, John; Munroe, Jack; Mulloy, Fred. A.; Mainville, Harvey; MacDonald, John; Morstess, Norman E.; Mick, Lawrence C.; Martin, Philip S.; Manion, John; Marchan, A.; Mitchell, Art. B.; Mousseau, T.; Macaulay, Lieut. R. A.; Miller, H. W.; Miller, S.; Morrison, T.; Mansfield, Ronald; Maloney, M.; Marino, G.; Mascio, P.; Mascioli, C.; Marebioni, T.; Mosso, Jack; Meyers, J. R.; Maxwell, Dave; Montgomery, W. A.; Maxwell, J.; Murphy, Vin-

cent; Munroe, Jack; McKay, H. M.; Mairana, W.; Martineau, A.; Millond, M.; Memout, A.; Martin, T.; Mullen, Victor; McDonald, M. S.; McAuliffe, W.; McAulay, Peter; McAulay, Fred; McDougall, Lieut.; McKay, — (killed in action); McPherson, —; McLeod, Donald; McLeod, Malcolm; McGratton, Harry; McCoshen, J. J. E.; McPhee, R.; McCarty, S.; McClusky, W.; McGrath, Wm. Geo.; McKee, Louis; McDonald, Howard; Melunes, Dan.; McLeod, Dan.; McLeod, Alex.; McIntyre, Archie; McChesney, Jas.; McManus, Gordon; McLennan, Dan.; McGregor, J.; McKnight, W.; McLellan, J. H.; McEachren, H. J.; McQuarrie, Andrew; McPhee, Geo.; McCrea, Dan.; MacDonald, H. J.; McIntyre, S.; McAndrew, P.; McEachren, Archie (drowned); McCoy, Eddie; McLoud, Roy; McCoy, Sydney R.; Mothersell, Robt.; Macdonald, John; Munn, Matthew.

N
Nicholson, John; Nelson, Frank; Nicholson, Lieut. W.; Nicholson, J. M.; Nicholls, Nelson; Nash, James.

O
O'Connor, H.; O'Leary, L.; Ostrom, Fred.; Oswald, Jack; O'Connor, J. C.; O'Connor, W. H.; Ostram, J. C.; Osborne, R.; Olmstead, Wm. A.; O'Connor, Neil; Ogilvie, W. A.

P
Pearson, W. H.; Parsons, K. L.; Piercy, Capt. C. M.; Pozson, Arthur; Pottinger, Harry (drowned); Pearce, Stanley; Pilsworth, B. L. P.; Payne, Roland H.; Pietro, S. D.; Parnell, W. A.; Peterson, C. F.; Petty, Sergt. H. C.; Prangeley, Albert E.; Philbin, S.; Palmer, E.; Philbin, P.; Patrick, Henry; Playre, A. Richard; Papillion, Ned.; Phillips, Geo.; Pointer, Roy; Paluzzi, D.; Pietro, S. P.

Q
Quinn, Ed. C.

R
Rattery, J. H.; Rogers, L. T.; Richardson, Andrew; Reid, Dennis; Rutherford, Christopher; Robertson, Angus; Richardson, Frank; Routh, Horace C.; Rhude, Russell; Rhude, Byron; Roche, Peter; Reid, Hugh; Rowe, John C.; Reid, John; Raicoot, E.; Roma, J.; Roehon, A.; Raymond, P.; Ryan, A.; Reed, Albert W.; Roche, P. J.; Robertson, Oscar; Rutherford, Joseph J.; Ralph, Jas. R.; Ronald, John S.; Roche, Capt. Harold; Roehon, Wilfrid; Raicoot, A.; Redford, Chas.

S
Starr, Milton; St. Denis, E.; Stroughton, W. J.; Stoughton, A. K.; Seobie, F.; Seobie, Barney; Schultz, Sam.; Strain, T.; Sauder, L.; Smith, P. L.; Sharon, Len.; Smith, W. H.; Sheehan, Phil.; Smith, O. R.; Stevenson, Thos.; Sullivan, Jas.; Smith, Len.; Simms, A. C.; Speers, Clarence; Stockwell, F. H.; Struthers, James; Saugon, E.; Sett, L.; Sett, R.; Stewart, A.; Sweet, S. G.; Salkeld, Digby; Stokes, Wm.; Seymour, E.; Simpson, Frank; Seeco, G.; Stack, John; Shone, Lee-Corpl. L. E.; Smith, F. R.; Sutherland, J.; Steinberg, T.; Simmill, Jas. H.; Steven, R. A.; Stevenson, Thos.; Shields, William; Smith, Arthur; Schlemmuller, Geo.; Shone, L. E.; Smith, Arnold; Stevens, Hugh M.; Sutherland, M. G.; Sim, Thomas; Spiegelhalter, John; Salkeld, Digby; Scott, Geo. W.; Scott, George; Stockwell, Frank (Southend); Smith, Alex.; Sullivan, J. E.; Singleton, L. J.; Smith, F. H.; Stoughton, John; Strain, Thos.; Studor, J. M.; Studor, Max; Studor, W. K.; Smith, Ernest; Sampson, W. T.; St. Denis, Geo. A.; St. Jerlias, Cleistie.

T
Tibbitts, Victor (killed); Teevens, Charles; Tuer, Wm.; Todd, Lieut. Thos.; Totton, C.; Torrance, Thos.; Tibet, Harry; Thompson, Alex.; Thomas, Sergt. A. B. P.; Taylor, J. S.; Taylor, Wm.; Torlonia, G.; Thompson, John M.; Talbot, Emery; Tripp, Nicholls; Temple, Thos.; Tarras, Neil; Tiegs, John E.

U
Udail, R. O.; Upton, R.

V
Valencia, Victor.

W
Way, S. W. Roseoe; Wallace, Robert; Weldon, Leslie S.; Weldon, John Russell; Wylie, W. H.; Wernicke, Mike; Wakefield, H. G.; White, William; Withycombe, J.; Woodrow, E.; Wilson, Swan; Wake, P.; Watts, J. R.; Woodward, F.; Whitton, Jack; Whitton, F. H.; Wright, W.; Wilson, T. G.; Wilson, R. J.; Williams, Geo. W.; Wheeler, Harold A.; Watt, John; Wright, Lewis; Walley, John; Williams, Wm.; Williams, Arthur L.; Widdifield, W. M.

Y
Young, F. J.

A dance at Matheson last week netted nearly \$40 for the Red Cross.

THE NORTH LAND CAN GROW NEARLY ANYTHING

The Haileyburian publishes an interesting item about a home-grown lemon, a native of the North Land. It would be well if the Haileyburian item could be published so widely and so generally that everyone in Ontario and elsewhere could see it and so begin to learn something of the cultural possibilities of the North Land. Of course, this is the chief value of the achievement of lemon-growing in Haileybury,—that it proves the possibilities of the North Land as a land of growth. The production of lemons here simply for the sake of the lemons is not exactly necessary or expedient,—especially in view of the fact that Governments and others keep handing the North Land so many "lemons" that there is no need for home-grown ones.

The Haileyburian says:— "Probably the first lemon to be grown in the North Country is that recently taken from a plant belonging to Mrs. C. C. Farr. Mrs. Farr planted a seed a few years ago, and, much to her surprise it grew and developed into a healthy plant. Last summer a small fruit appeared and as the months passed increased in size and finally ripened into a full grown lemon. In appearance, taste, etc. it is equal to the imported variety, and while it will hardly revolutionize horticulture in this latitude, is another proof that almost anything planted in New Ontario soil will grow. It only remains for someone to invent a frost preventative and the high cost of living will be solved."

In his speech urging war, President Wilson refers to Germany as the "natural foe to humanity," "a menace to civilization," etc., yet it is but a few brief weeks since he pretended that he could see no difference between the aims and objects of the two sets of belligerents in this war. If some thoughtful people refuse to be very enthusiastic about the entry of the U.S. into the battle, it may be charged to inconsistencies or dishonesties like this, and to the silly vapourings about being "too proud to fight." Thoughtful men in Canada have viewed this war from its beginning as the most important thing in civilization's history, and so too serious for bluff or guile or chicanery.

Prices are Lowered By

Advertising

The question, "Who Pays for the Advertising?" is about as shop-worn as the other problem, "How old is Ann?" The answer to the advertising cost question, however, has a practical value.

It is the customer of the man who does not advertise who pays for the advertising. The customer of the non-advertiser pays in "higher prices" due to less volume of business. The fewer the proportion of sales the greater must be the proportion of profit. That is plain, surely. The merchant who does not advertise is not doing all the business he could do, and so is forced to charge his customers more for each article sold than would be necessary with increased sales.

In these days of the High Cost of Living the question has special im-

portance to the general public, and the Government in urging Thrift would do well to urge people for economy's sake to patronize only those who advertise.

There is no guess-work about the matter. The Association of National Advertisers have been investigating this question for years, and recently their secretary gave some facts to the public. "The old idea," he said "that the cost of advertising must naturally raise prices is far from the truth. Every merchant knows that anything that creates a demand on a large scale is bound to reduce selling costs and thus helps to reduce prices. But evidence is better than argument; facts are better than theories; and we have been at great pains to collect the facts. We have secured an immense amount of data from our

members which proves that advertising does reduce the selling price of advertised goods."

He gives a large number of examples. A camera, sold years ago for \$25, so increased its sales by advertising that the company now makes more profits selling a better camera for \$10. Advertising so increased the sale of a breakfast food, sold at 15 cents some years ago, that with increased costs in other lines, a bigger package is sold to-day for 10 cents, with bigger net profits. A hat manufacturer reduced his average single hat cost so that he could put 7 cents more value of material into the headwear and yet make more on the sales increased by advertising. Automobiles, of course, are an outstanding proof of the fact that "quantity and price" have a very

vital connection, as Mr. Henry Ford would say.

Even locally, the store that advertises is always the store of most reasonable prices. The other fellow sometimes is restrained from advertising because he fears to make his prices publicly known in contrast to that of business men who run their business on business basis and are satisfied with small profits on a large volume of business. Big profits on small business may be the ideal of some, but the busy business man is ready to work and plan and strive to give the public the best service and the best prices, even though he finds it necessary to do more business to make more profit.

Advertising helps reduce the High Cost of Living by reducing the High Cost of Selling.