

PORCUPINE HONOR ROLL

596

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; Andreechek, J.

B
Baker, L. G.; Bailod, Arthur; Boivin, Harvey; Bird, T. W.; Boucher, H.; Breteau, A. H.; Briason, W.; Burton, G.; Brady, Wm.; Bush, Jack; Deswick, Sergt. R. C.; Bird, Ira L.; Bradley, P.; Bridson, Wm.; Barnett, C. E. (killed in action); Bowers, M.; Black, Andy; Brinton, David; Brooks, E. S.; Bennett, Wm.; Bailod, James A.; Beattie, Ross; Biesenthal, Chas.; Brashed, Samuel M.; Ball, J.; Brennan, Jack (killed); Barclay, J.; Barton, Howard; Batterby, W. F.; Brown, Wilfred; Biassette, L.; Bourdeau, L.; Boudreau, J.; Bushfield, W. A.; Bartlett, Robert A.; Barkhouse, Finlay; Bourdignon, Felix; Brown, Geo. A.; Brown, James; Baker, Blodgett, Ernest; Bougett, E.; Barton, A.; Belanger, Jos. Blodgett, Ernest; Bougett, E.

C
Cole, Manley; Chilleot, A.; Carr, T. P.; Cotton, Sergt. Thos. (killed); Chilleot, J. D.; Carbonneau, P.; Crapeau, E.; Champagne, W.; Cadorette, G.; Chaylt, C.; Cuthbertson, F.; Champagne, H.; Carr, Ben; Carmichael, Corp. Ed.; Close, Archie; Charlick, Reg.; Craig, Erwin; Cashman, J. W.; Coyne, Larry; Craveth, L. C.; Cichoni, G.; Charron, L. W.; Christie, J. J.; Cusworth, H. E.; Cauley, J. Lewis; Carey, John; Cooper, Jos. M.; Carr, D. G.; Connelly, F.; Connelly, R. G.; Crawford, S.; Capes, H. E.; Cooper, Corp. J.; Calverley, R.; Cusson, Lance; Corporal E.; Campbell, T. C.; Canie, E.; Charbonneau, E.; Clair-

mont, A.; Coleman, J. H.; Cotes, L.; Cote, E.; Cote, A.; Cyr, P.; Coulis, John J.; Compeau, J.; Curtis, W. T.; Carris, Frank; Campbell, G. V.; Callan, Robert; Cote, Juillan; Cramp, Fred A.; Clark, Rufus; Cretney, John Henry; Coulis, Louis L.; Coleman, Fred; Couillard, Wilfred; Cherron, George; Carmichael, Robt. G.; Canel, Emele; Chevier, Joseph; Chete, Francis; Crawford, R. S.

D
Denzil, J. Jarvis; Dorien, Matt.; Desceoteau, A.; Desehane, J.; Dobbs, W. S.; Desoliner, H.; Doust, A.; Douglas, G.; Dallere, W.; Docker, Eddie; Dooley, Andy; Doherty, B.; Deline, James; Desaulniers, Claude; Dattavio, G.; Dodds, W. H.; Dixon, Lee-Corpl. H. R.; Desarneau, L.; Du Bois, 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; Dickson, W. J. G.

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

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

G
Grindy, Herbert (killed); Gagnon, F. J.; Garrett, Frank; Goudy, W. K.; Gauvin, J.; Guertin, P.; Gellomino, G.; Galloway, J.; Gardiner, Harold; Goux, J. H.; Graham, Fred; Gilbert, Egean; Grimes, Percy; Gardner, Scotie; Gentile, A.; G. Lanzi; Gremer, A.; Gould, L. H.; Gallagher, Corp. P.; Godin, T.; Grindy, H.; Gibson, T.; Gauthier, U.; Gillies, S. Gentile, G. Galai, E.; Gough, Jas. F.; Goulet, N.

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.; Huisepps, 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; Holland, G.; Hutcheson, Austin; Hutcheson, Reg.; Hughes, Owen J.; Henry, T. G.; Haughland, Andrew; Hayward, Edwin; Haysmith, A. L.; Hogg, J. Hughes, Robt.; Hale, H. A.

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

J
Jones, Wm. H.; Jackson, A. D.; Johnson, J.; Jernyn, Chas.; Johnston, J. W.; Jeffries, A. G.; Johnstone, R.; Jeffries, Len.; James, T.; James, Thos.; Jamieson, Bert.; Johnson, Lawrence; Jordah, 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.; Lachine, J.; Labovitch, J.; Lavalle, W. J.; Lavallee, A.; Lemay, A.; LaPlane, J.; Lelieve, W.; Lloyd, H.; Langlois, I.; Lyons, Thos.; Lyons, Jean; Lanthault, H.; Ladue, C.; Larose, Mae; Leroux, Joseph E.; Ledgard, Frank; Levalley, M.; Lyons, E.; Lang, Mac, Capt.; Lobdell, H. R.; Lemieux, Ed.; Linn, S. J.; Lago, G.; Lynn, S.; Latouress, 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; Leeroix, L.; Larocque, O.; Lavinge, B.; Lavrier, J. C.; Laughton, Charles; Lavoeque, Ed.

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; Morsten, 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, P.; Mansfield, Ronald; Maloney, M.; Marino, G.; Mascio, P.; Mascioli, C.; Marebioni, T.; Mosso, Jack; Meyers, J. R.; Maxwell, Dave; Montgomery, W. A.; Manville, J.; Murphy, Vincent; Munroe, Jack; McKay, H. M.; Mairana, W.; Martineau, A.; Millond, M.; Memonit, 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; McGraton, Harry; McCoshen, J. J. E.; McPhee, R.; McCarly, S.; McClusky, W.; McGrath, Wm. Geo.; McKee, Louis; McDonald, Howard; McInnes, Dan.; McLeod, Dan.; McLeod, Alex.; McIntyre, Archie; McChesney, Jas.; McGregors, Gordon; McLennan, Dan.; McGregor, J.; McKnight, W.; McLellan, J. H.; McEachren, H. J.; McQuarrie, Andrew; McPhee, Geo.; McCrear, Dan.; MacDonald, H.; McIntyre, S.; McAndrew, P.; McEachren, Archie (drowned); McCoy, Eddie; McLoud, Roy; McCoy, Sydney R.; Mothersell, Robt.; Macdonald, John; Munn, Matthew; Melkensoy, Robt. A.; Morin, Mat.; McKibbin, A.; Mallette, L.; Mason, Roy.

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.; Poisson, Arthur; Pottinger, Harry (drowned); Penree, 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; Phayre, A. Richard; Papillion, Ned.; Phillips, Geo.; Pointer, Roy; Paluzzi, D.; Pietro, S.P.; Pepin, W.; Poitras, S.; Paquin, Jos.

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, By-

ron; Roche, Peter; Reid, Hugh; Rowe, John C.; Reid, John; Raicicot, E.; Roma, J.; Roehon, A.; Raymond, P.; Ryan, A.; Reed, Albert W.; Roche, P. J.; Roberison, Oscar; Rutherford, Joseph J.; Ralph, Jas. R.; Ronald, John S.; Roche, Capt. Harold; Roehon, Wilfrid; Raicicot, A.; Redford, Chas.; Ramsay, S.; Roy, E.

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; Seocco, G.; Stack, John; Shone, Lee-Corpl. L. E.; Smith, F. J.; 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, P. 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; Smith, Frank.

T
Tibbitts, Victor (killed); Teevens, Charles; Tuer, Wm.; Todd, Lieut. Thos.; Tofton, 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.; Tessier, J. B.

U
Udall, R. O.; Upton, R.

V
Valencia, Victor.

W
Way, S. W. Roscoe; 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, E.; 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 I.; Widdifield, W. M.

Y
Young, F. J.

POLICE GO HUNDREDS OF MILES BY DOG TEAM

Provincial Officers Take Long Journey to Capture Burglar.

The report of two Provincial Officers of their wild trip over hundreds of miles through the snow by dog team in Northern Ontario's wilds would form the basis for a romantic and thrilling modern story of adventure. The officers referred to, Inspector McCurdy of Fort William and Constable Bromley of Sioux Lookout, received a report from Hudson, north of the most northern point of the Grand Trunk Pacific, to the effect that the Hudson Bay post at that point had been burglarized. The cash box with \$650 and two registered letters containing cheques from the Government for the families of Indians serving at the front were stolen.

From information they received at Hudson, the two officers started north by dog team in pursuit of suspects. They reached Lac Seul, which is several hundred miles west and north of Hudson, and here they arrested Albert Aekewana, an Indian. When searched he had all the cash in his possession. The letters he had torn up and along with the cash box had pushed them through a hole in the ice at the lake.

Aekewana was taken back to Vaughan and was tried before a police magistrate of that place and sentenced to three months.

WORLD NEWS IN BRIEF

At the inquest into the death of a foreigner accidentally killed at a munitions plant in Toronto, it was found that many alien enemies were employed by the firm making war supplies for the British Government. The attention of the authorities was specially directed to this fact by the coroner's jury.

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.