

IMPORTANT NOTICE

No Delivery of Goods--No Charging of Goods No House-to-House Canvassing for Orders--After Nov. 1st

In view of the increasing costs of goods, the inefficiency of much of the labor available for delivery, the unnecessary costs imposed upon the public through

the Credit and Delivery Systems, the patriotic need for conservation and economy in labor as well as in cash, and to help decrease the high cost of living

during this time of stress, we have decided after very earnest consideration to discontinue ALL DELIVERY OF GOODS AND ALL CREDIT after

THURSDAY, NOVEMBER 1

Our Customers will get the Full Benefit

The necessary losses in the credit system through book-keeping costs, bad debts, interest charges, slow returns, etc., will be saved. This saving we intend to give to our customers in the form of REDUCED PRICES. Under a strictly cash system all our buy-

ing will be for cash, with the consequent advantages, we can take advantage of all discounts, and by INCREASED TURNOVER and QUICK RETURNS we confidently hope to be able to make material reduc-

tions in practically every line of goods. The elimination of the delivery system will also mean reduced costs to our customers. The cost of delivery and the cost of the mistakes naturally occurring under a de-

livery system, especially when the most efficient labor is not available, will be saved. We intend giving this saving also to our customers in the form of REDUCED PRICES.

Watch for Lists of Reduced Prices in The Advance

We ask the heartiest co-operation and support of the people in this movement to reduce prices, and to

free labor for more productive work at this time. Pay cash and save money. Carry home your purchases and reduce the high cost of living.

The House of Quality

J. P. McLAUGHLIN

Timmins, Ontario

TIMMINS TOWNSITE CO., Ltd.

LOTS FOR SALE
Collections Made

Office, Goldfields Hotel, Timmins
HUGH MULHERON, Agent

PLATFORM OF THE UNION GOVERNMENT

Condensed Review of the Programme Officially Outlined.

Last week Hon. Sir Robt. L. Borden, Premier of the newly-formed Union Government, outlined the policy to be vigorously prosecuted by the Union Government. In view of the fact that the approaching election will necessarily resolve itself into a contest between those supporting the Union Government and those opposed to the Union Government the following review of the policy of the new Government as outlined by the Premier will be of general interest:—

The Union Government pledges itself—
Provide necessary reinforcements for the soldiers overseas, the Military Service Act (Conscription) to be used fully and fairly to this end.

The income taxation is to be increased for revenue purposes.
Increased and adequate taxation of war profits.

Co-operative management of all the railway systems in Canada.
Shipbuilding in Canada is to be encouraged by the Government.

National steamship lines are to be established on both the oceans and the Great Lakes.

Reduction of expenditure, avoidance of waste and encouragement of thrift.
Vigorous immigration and colonization, with increased agricultural production.

Civil Service reform to be extended to the outside service, and all appointments to public service to be by merit alone.

The franchise to be extended to women in general.

Effective care of and assistance to returned and demobilized soldiers.

Adequate pensions to all soldiers.
Effective measures to prevent excessive profits.

Prevention of combinations for the increase of prices.

Encouragement of co-operation among farmers to diminish the cost of production and marketing, and the consequent reduction of costs of living to consumer.

Development and conservation of the resources of the Dominion.

Adequate consideration of the needs of the working people, so as to assure them, through bettered conditions of employment, etc., suitable standards of living.

Improved understanding between the Eastern and Western provinces as to the problems and conditions that affect East and West separately or together.

Two permanent committees of the Cabinet to be formed. One of these Committees is to devote all its attention to the vigorous prosecution of the war, and the other is to study conditions that will face this country after the war, and to find remedies for any evils that may exist, prevention for threatening conditions, and means and methods to make the best and the most of all opportunities that may arise for Canada and the Empire when the war is won.

SEPTEMBER REPORT OF THE P.C.P. CLUB

Treasurer's Statement as at September 30th of Porcupine Patriotic Club.

At the last meeting of the executive of the Porcupine Consolidated Patriotic Club it was decided to publish each month the treasurer's report of the finances of the Club for the general information of the subscribers and the public generally. For the month of September, Mr. J. P. Taillon, treasurer, submits the following report:—
The Canadian Patriotic Fund—Treasurer's Report, as at Sept. 30, '17
Aug. 31—Balance in bank 552.38
Sept. 27—Remittance from the Canadian Patriotic Ottawa..... 450.00
Total.....\$1,002.38
Expenditures
Disbursements to soldiers' wives during Sept. 392.50
Balance in Canadian Bank of Commerce..... 609.88
Total.....\$1,002.38
The Porcupine Consolidated Patriotic Club—Treasurer's Report as at September 30th, 1917.
Total collections to date amount to \$14,760.46.
Disbursements
Canadian Patriotic Fund... 3,500.00
Timmins Red Cross... 3,962.50
So. Porcupine Red Cross... 2,800.00
Schumacher Red Cross... 3,196.00
D. Y. B. Club... 900.00
Sundry expenses... 114.75
Bal. in Bank of Commerce... 287.21
Total.....\$14,760.46

HOW TO GET "NERVE"

Officers of the Aero Club of Canada and the Royal Flying Corps have made flattering comment on the number of the best kind of recruits secured from Timmins and the Porcupine. This has prompted a local broker to pass on the following little story from The Wall Street Journal as a possible explanation. The Wall Street Journal says:—"A story is told of the experience of a young man who had left the 'call of the ticker' to apply for admission to the Aviation Corps. The candidate was placed in a revolving chair and swung rapidly and then to the left for the same length of time. He was then hustled into an elevator, which dropped four or five floors very abruptly. Coming out of the elevator he was examined and the physicians found his heart pressure normal, indicating that he would make a good candidate.

"Why, that test is a cinch, and doesn't require much nerve," said the candidate. "I acquired my nerve by holding 100 shares of stock on a ten-point margin through the recent break in the market."

At a recent meeting in North Bay the Independent Labor Party practically decided to run a Labor candidate in Nipissing in the approaching election.

NEW SERIAL STARTING AT THE NEW EMPIRE

"A Lass of the Lumberlands," a Continued Story of Thrills and Actions

The New Empire Theatre is well known for the high quality of the serial pictures shown here weekly. "Liberty," and "Patria" are two of the unusual successes, and the new serial commencing on Friday and Saturday of this week promises to be

even more popular. This new serial is "A Lass of the Lumberlands," a continued story of thrills and action laid among the trees of the north woods, and featuring Helen Holmes. "A Lass of the Lumberlands," as its title might suggest, deals with logs and love, lasses and lumber, and there is interest and action in every episode. The New Empire Theatre believes that in this serial they have secured one of the best yet.

The other special feature for Friday and Saturday of this week is "The Devil's Assistant," with Margarita Fischer as the leading lady.

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All Colors

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Near the Station, Timmins — Silver Street, Cobalt

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Exclusive Fashion-Craft Agent
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**Millions
of Packages**

of this famous War-time Sweetmeat are sent to the soldiers, sailors and aviators at the front.

If you have a friend there, see that every parcel or letter contains a few bars or a package of WRIGLEY'S, the great chewing confection that is used around the world.

Keep it always on hand. It helps teeth, appetite, digestion.

Sealed tight Kept right

"After every meal"

The Flavour Lasts

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PUT WRIGLEY'S IN YOUR FIGHTERS'S CHRISTMAS BOX:—It costs little but gives a lot of comfort and refreshment. Not only a long-lasting confection but a nerve-steadier, a thirst-quencher, a pick-me-up. Every Christmas parcel should contain some WRIGLEY'S GUM.