

## For Christmas Gifts of China and Fancy Goods

inspect the stocks at

ERNEST H. BRIDGER  
TIMMINS

## CHRISTMAS IS COMING

The gifts for it have arrived. Reliable goods at a reliable place. This Store will be open for your inspection and selection all the time.

Special appointment for Eye Testing. Satisfaction guaranteed. We also replace broken lenses  
Call Phone 141

Select your goods early, and we will parcel it and keep it for your convenience. Full line of Jewelry, Silverware, Flatware, Cutglass, and Chinaware.

L. HALPERIN  
Jeweler and Optician  
Next the Post Office

## John W. Fogg

Lumber, Building Materials  
Coal and Coke, Mine  
and Mill Supplies

AGENT FOR

Colonial Steel Companies Famous  
RED STAR DRILL STEEL

All kinds second hand Mining Machinery in first-class condition.  
Boilers, Hoists, Pumps, Drills, etc.

Head Office  
TIMMINS  
Phone 78

Yard and Warehouse  
SCHUMACHER  
Phone 95 B

## SAYS PEOPLE HERE WILL NOT BUY DAIRY BUTTER

Now What Do You Think of That For a Story?

"Your item about the difference in the price of butter around North Bay and in Timmins was all moonshine," said a local merchant who would be a leading business man in town if he had modern methods such as advertising to get business instead of letting it go to the departmental stores and other outside places. Without being personal, The Advance will give the first initials of his name.—J. P. McLaughlin, Mayor of the Town of Timmins. Well, he did not seem any too well pleased about the little item. He was careful not to deny that the price of butter ran from 60 to 65 cents per lb., just as The Advance said, nor did he question the purchasing last week near North Bay of good butter at 46 cents per lb. His argument ran along a different line. He claimed that the people here would not buy dairy butter. "Why," he said, "we had a lot of butter that we offered at 40 cents per pound and no one would buy it, though it was good butter."

"Why, didn't you let the people know about it?" he was asked. "We did," he said, "we had it on a card in the window for days, yet we had in the end to sell the dairy butter to a lumber company at a reduced rate." "Well, if you had brought that card around here where we could have seen it, you could have sold 100 lbs. right in this office, if the butter were good. Of course, no one will pay dairy butter prices for axle grease," he was told. "Oh, the butter was good," said the merchant, "but the people won't buy dairy butter, and it does not pay to advertise."

Dozen of people spoken to about the matter, however, take a contrary view. They claim that they would have been delighted to buy good dairy butter, would have preferred dairy butter if it were good. They object to the high prices for butter. They agree in saying:—"We never heard of butter being offered here at less than 60 or 65 cents per lb., though as The Advance said, and as some of us know by actual purchases, it could be bought for 45 to 50 cents per lb. in eastern places."

The item in The Advance still stands, and the only further comment necessary resolves itself into this:—That

the merchants owe it to the public and to themselves to keep the public informed of what is what by the only convenient method,—newspaper advertising. Sneers at the local newspaper will not alter this, any more than will tears at decreasing trade. It is a law of business proven by every successful merchant from Timothy Eaton down.

Another thought that is timely is this:—That the merchant who does not get the trade he might get if he advertised aright must charge so much more to his existing customers to pay expenses and a profit. The customers of the merchant who does not advertise in this way pay the advertising of the modern business man who gets the biggest and best business through advertising.

Mr. C. Bass returned to Timmins this week after a month's vacation at his home in Ottawa. He is representing a company making a chemical bathroom requisite that should have much sale in this district where sewerage is lacking and there is a large demand for other forms of bathroom accessories.

All will be pleased indeed to learn that Mr. B. E. Martin is now making satisfactory progress to recovery from his illness. During the recent Victory Loan campaign he was one of the hardest workers,—at it early and late,—and last week the serious illness of Mrs. Martin added to the strain upon him. Contracting the influenza, he was ill for some days, but is now well on the way to recovery.

## ALL POLICE COURT CASES ADJOURNED ON THURSDAY.

Police Magistrate Atkinson was sufficiently recovered last week from his recent attack of influenza to preside again at the police court sittings here on Thursday. On account of the illness of Solicitor D. W. O'Sullivan who was to appear for several in the court, and on account of the unavoidable absence of Mr. J. G. O'Donohue who represents several of those charged having objectionable literature, it was decided by the Magistrate to adjourn most of the cases until November 28th when counsel will be present. The case against the man Boluk, for having objectionable literature, was remanded till called on, Boluk to pay the costs of the case. It was found that Boluk's part in the Bolshevik agitation was not a serious one, if he were knowingly connected with it at all. Hence the disposition of the case, which means that he will not be called to court again un-

less something further transpires. The cases against one or two men who have since died of the after-effects of influenza were withdrawn. Commiso, the Italian accused of selling a charmed garter to certain women for the prevention of disease and for some improper purposes, was remanded for a week on account of the absence of his counsel through illness. An Austrian charged with assaulting his woman, Mary, was not very decided in his replies as to adjourning the case and so on, but when he was asked to explain the matter to the woman he became most definite and decided. "NO!" he answered in capital letters. Apparently he and his woman are not on the best of terms at the moment. On account of November 28th being Division Court Day at South Porcupine, the cases in which Mr. J. E. Cook is interested, will likely be heard to-morrow (Thursday), though decision may be reserved until after the other cases are ready to be disposed of.

## IROQUOIS FALLS CELEBRATES.

(From the Broke Husler.)

Monday forenoon on receipt of a wire announcing the cessation of hostilities "over yonder" our sagacious Manager immediately and most perceptibly insisted on the complete cessation of all bread-earning, and paper-making activities "over here."

The best news any of us will ever get this side the grave, had reached us. It was therefore meet that work and business should be laid aside for a time, and that the soul should be left free to rejoice in the splendid victory won by force of arms on the battlefield.

We triumphed, not by force of arms alone, however but because we were thrice armed, having our quarrel just.

No other conclusion of the conflict was ever conceivable, ever permissible, ever possible, for, as one of our Poets has so truly said, "Ever the right comes uppermost, and ever is justice done."

Monday afternoon and evening were set aside as a time for rejoicing. Everybody wore the glad smile, which seemed to have come to stay.

In the afternoon a well attended parade was indulged in by all classes of the community; every nationality participated in it.

At eight o'clock in the evening a "Thanksgiving" meeting was begun, and from a hastily improvised platform, erected on our "Square"

speeches were delivered by a number of our local orators.

The meeting was opened by the singing of that grand old Hymn, "O, God our Hope in Ages Past," and after the Revd. Mr. Marchant had offered up a brief prayer, and our famous band had played the French National Anthem, the Revd. Father Pelletier delivered a short address in French. The Father is a very fluent speaker, and the French element in the crowd demonstrated their appreciation of his remarks is the usual boisterous and happy French fashion. The Band then played the Italian National Anthem, and our good friends the Italians cheered it to the echo.

Revd. Mr. Morton spoke next. We had been fighting, he said, for Democracy, and against Autocracy. The struggle had resulted in the overthrow of the latter, and Democracy was now "triumphant." The world had been made safe for Democracy, and he prayed to God, Democracy would make use of the mighty power which had been delivered into its hands, for the advancement of righteousness, and for the establishment, here on earth, of a real, and genuine "Christian Commonwealth."

After another selection from the Band, Mr. White addressed the meeting. He spoke of various aspects of the war, that was now over, and covered a great deal of ground. His remarks were frequently applauded, and his references to the "diabolical beastliness of the Hun," the "bleeding heart" of Belgium, and "the Homeless ones" were received uproariously or tearfully as the occasion demanded.

Mr. McInnes spoke last. "You have been fighting for freedom," he said, "and have achieved it. What use will you make of it? You are entering upon a period of reconstruction, what sort of structure are you thinking of building? That is our greatest concern now. We have been fighting shoulder to shoulder against what we considered injustice, immorality, and wrong. We have beaten these things down, yet a most vigilant watch we will have to keep over the liberties so dearly bought. We must see that they are never again bleached from us. We have gained peace, and it is going to be no good to us unless it is to be as everlasting as the hills."

The meeting was brought to a close by the singing of our own National Anthem and the burning of the effigy of the Poor Old Kaiser.

## A GUESSING CONTEST FOR THE CHILDREN

In connection with the opening of Timmins New Jewelry Store, we want to meet not only every man and woman in this vicinity but every child—boy and girl. We want them to feel that this is truly their own store, and we cannot emphasize it too strongly that a child can shop here with the same degree of confidence as an adult and be assured of the same attention and service as this store stands for

Our stock of beautiful things is immense, and no matter if you only want something at Ten Cents to a Dollar we can, no doubt, be of service to you

The Bean Contest this week is for Children Only—sixteen years and under. The beans have been placed in the

vase by Mayor McLaughlin and will be on view in our window from noon on Wednesday until 8 o'clock Saturday night, when the contest closes

There will be two beautiful prizes—a real good nickel watch and chain for the boy guessing the nearest to the correct number of beans, and a beautiful solid 9 Kt gold bracelet, set with 18 pearls and 3 rubies, to the girl who guesses nearest to the correct number.

In the event of two or more boys being tied for first place, a second contest will take place for the winners. This also applies to the girls.

The guessing contest is absolutely free. Be sure you write your name and guess distinctly. One guess only allowed.

When in the store ask to see our beautiful Christmas Greeting Cards ranging in price from 5 cents to \$3.00

W. N. & P. H. STOCK

Timmins New Jewelry Store

Expert Watchmakers, Jewelers, and Opticians

## Buy Your Counter Check Books in Timmins

It will prove more convenient and satisfactory for you all round

The price will not be any more, and it often will be something less, than charged by outside firms for a less convenient service,

A full line of samples may be seen at The Advance Office.

Just call up Phone 26 and have these facts proved to your entire satisfaction.