

FOR IMPORTED GOODS

come to C. Martino's—the largest direct importer of specialties including:—
Pure Italian Olive Oil, Salad Oils, Black and Green Olives, Macaroni. All kinds of Imported Cheese, Mushrooms, Garlic, Tomato Paste, Artichokes, Etc., Etc.

C. MARTINO

P.O. Box 230. Phone 299. Timmins, Ont.
Spruce street, opposite the station.

John W. Fogg

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

AGENT FOR

TEN TEST FIBRE BOARD

The thickest, warmest and strongest wall board on the market.

A Complete Stock of ROUGH AND DRESSED LUMBER

Clear B.C. Fir interior finish, Hardwood Flooring, Spruce V-joint, Flooring and Shiplap, White Pine Featheredge, Sash and Doors.

Hard Red Brick in Stock

Head Office & Yard
TIMMINS, ONT.
Phone 71.

Yard
SCHUMACHER
Phone 95B

Advertise in The Advance

**MR. J. P. McLAUGHLIN WRITES
FROM HOLLYWOOD, CALIF.**

Last week the following interesting letter was received from Mr. J. P. McLaughlin, formerly a business man of Timmins and for a couple of years Mayor of this town:—

Hollywood, Cal., Dec. 27th.
To the Porcupine Advance:—
Dear Sirs:—Kindly have my copy of The Advance sent to the address given for the next four months or until further advised. One or two back numbers will be much appreciated as I have not had any news of Timmins since leaving Toronto on Dec. 3rd.

I have had the pleasure of meeting three former residents of Timmins here, viz., Charlie See, Gordon Wilson and Wilkie Evans, all of whom appear to be prospering in this land of sunshine.

I am enclosing a clipping from the front page of The Los Angeles Times which may interest old friends of Chas. See.

I presume the elections are over and I am anxious to hear that no one got seriously hurt.

Wishing the staff of The Advance, as well as all the people of Timmins, a very happy and prosperous New Year, I am,

Yours truly,
J. P. McLaughlin.

DIVIDEND NUMBER 119.

Hollinger Consolidated Gold Mines, Limited.
(No Personal Liability.)

A dividend of 1% on the outstanding capital stock of the Company has been declared payable on the 28th day of January 1924, on which date cheques will be mailed to shareholders of record at the close of business on the 10th day of January 1924.

Dated the 3rd day of January, 1924
D. A. DUNLAP,
Treasurer.

**TORONTO NEWSPAPERS
ASSIST THE NORTH LAND.**

At various times in the past North Land newspapers have been moved to protest at the methods employed by southern newspapers on the occasions when the latter pretend to be determined to "boost the North." The usual game is for the Southern newspaper to issue a "special" edition. Before this edition issues the municipalities, the industries, the business men and the people generally of the North are bludgeoned into paying for "advertising", for extra copies, or anything else, so long as they pay. If they will not pay they are threatened with being unrepresented in the edition that professes to fully review the North Land. Sometimes the threat is actively carried out. In one case a special edition pretending to review the mines of the Porcupine did not even mention the Big Dome. It had big spreads of other mining properties that are doubtful propositions, to put the matter very kindly. In any event no review of the Porcupine is possible without extensive reference to such mines as the Dome, the McIntyre and the Hollinger. These three big mines have been more than generous in assisting the paying for publicity for the Camp and for the North Land generally, but there is always a limit to generosity. The "special editions" pretending to depict the North Land are usually based on a wrong idea. It would appear that they do not care a rap for the North. All they want is the money. They secure this money on the pretense that they are going to "write up the North." The sort of write-ups they usually give are a fraud upon their readers as well as a theft from those who contributed.

There are exceptions to this rule, and it is worth noting that it is the real newspapers that constitute the exceptions. For instance, last week two Toronto newspapers—The Mail & Empire and The Globe—issued special financial and industrial editions. These editions paid particular attention to the North Land and to the mining industry and to the pulp, paper and lumbering industries. To the readers last week of either The Globe or The Mail & Empire a very favourable impression must have been given of the possibilities as well as the present progress of the North Land. The Globe had a number of illuminating articles on the North Land and its affairs, including interesting contributions by Mr. A. F. Brigham, general manager of the Hollinger, by Mr. Balmer Neilly, Secretary of the Ontario Mining Association, and by others high up in the business and industrial world of the North. The Mail & Empire had illuminating articles that spread facts about the North Land and the North Land's resources. The Advance would venture the opinion that either one of these two financial and industrial editions gave the North Land more real publicity of value than all the other outside "special editions" issued at the direct expense of the people of the North Land in the past, with the one exception recently of the Financial Post, of Toronto, which was unquestionably a good issue. The Mail & Empire and The Globe issued their special editions for their readers. These two Toronto newspapers followed the proper method of confining paid advertising to their advertising columns. They had lots of paid advertising all right. But their readers were not deceived. They did not have to guess as to what was paid propaganda and what was straight news or views. The Mail & Empire and The Globe issued honest newspapers that were of value to all concerned. Incidentally the North Land will derive a certain special benefit, perhaps. Among the advertisements in these special editions there are many particularly valuable to the North. That they were frankly advertising in no way detracts from that value, any more than it detracts from the frank advertising of the Victor Gramophone or the Imperial Tobacco Co. The advertisement of the Ontario Department of Mines, as appearing in the Mail & Empire, was a particularly attractive and helpful announcement. It made an excellent case for the mining industry and incidentally, of course, for North Land. The North Land owes The Mail & Empire and The Globe a special word of thanks just for being capable and enterprising newspapers.

There was much discussion in an English city recently as to whether the public houses should be allowed to remain open until eleven o'clock instead of half-past ten. One of the town councillors emphatically opposed the change. "Wot I says is," he announced in the council chamber, "that if a man ain't drunk by 'alf-past ten, he ain't trying."

For anything in Watches, Clocks, Silverware, Chinaware, Crown Derby, Cut Glass, Etc., it will pay you to come to

H. HORWITZ

25 Third Ave., Between the Hollinger Stores

Watch and Jewelry Repairing Promptly and Efficiently Attended to.

FIRST ANNUAL SHOW

**Porcupine Poultry & Pet Stock Association
New Empire Theatre Basement, Timmins
Wednesday-Thursday, Jan. 16th-17th**

Anyone desiring to enter Poultry, Dogs or other Pet Stock, write to W. T. Montgomery, Secretary, Timmins, for prize lists, entry forms, etc.

A. H. CEDERBERG

ARCHITECTURAL ENGINEER
M.N.S.A.P.E.

Will prepare plans and specifications for all types of buildings, including residences, bungalows, etc.
FIREPROOF OR NON-FIREPROOF CONSTRUCTION

Permanent Office
Moore Block, opposite Goldfields Hotel, Timmins, Ont.
TELEPHONE NO. 70B.

SIMMS, HOOKER & DREW

INSURANCE IN ALL BRANCHES
(Agents for Confederation Life Association).

REAL ESTATE

Houses and Lots of Lots for Sale on Terms.

Opposite the Post-office
TIMMINS

PHONE 64
Residence PHONE 118.

Timmins Auto Radiator Works

Smashed, Frozen or Leaky Radiators our Specialty. General Soldering, Auto Repairing, Dent Bodies Straightened, Aluminum Soldering, All Work Guaranteed, Night and Day Service.

106 Elm St., North End, Timmins, Ont.

REMOVAL NOTICE

Sullivan & Newton, Insurance and Real Estate, have moved their offices to the new Marshall-Ecclestone Block.

SULLIVAN & NEWTON

Insurance and Real Estate
3 MARSHALL-ECCLESTONE BLOCK. (Upstairs)

**REAL SERVICE IN THE
MINING MARKET**

A service based on seventeen years of direct connection with Northern Ontario's mines.

A service fortified by the knowledge this long experience has given us.

A service that hundreds of clients have tried and found satisfactory in every particular.

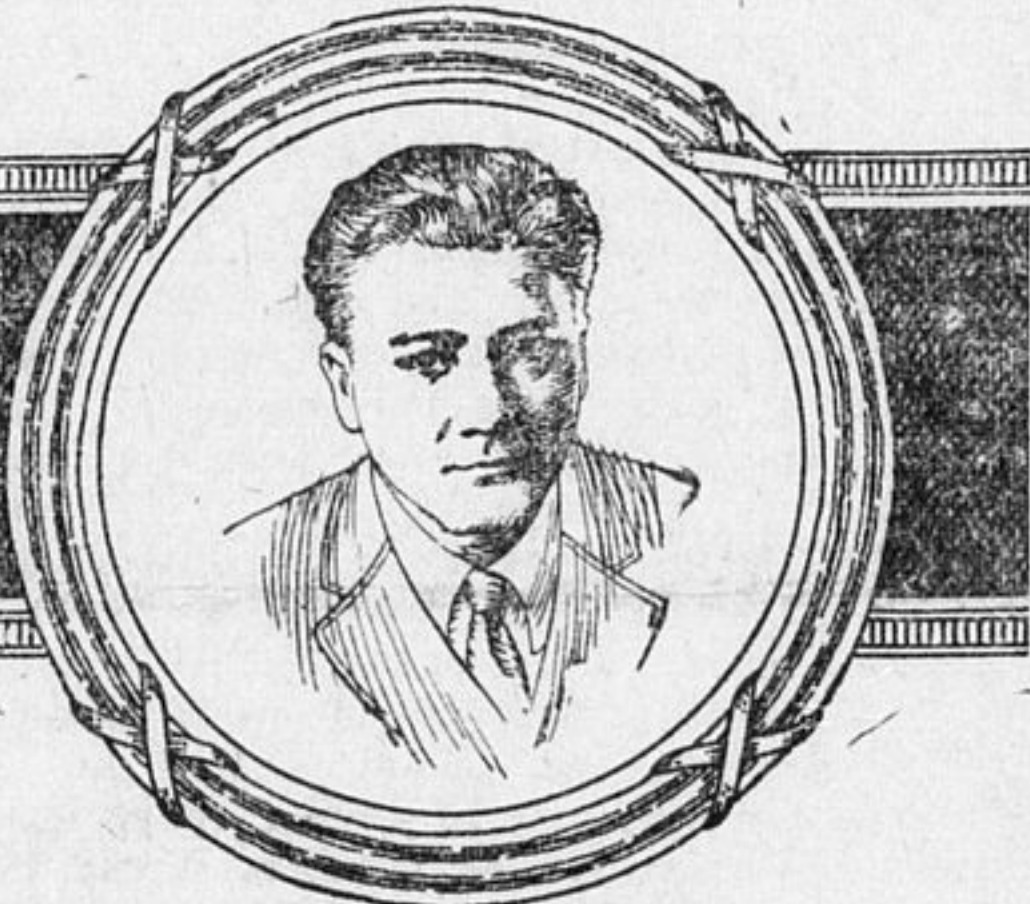
IF YOUR NAME IS NOT NOW ON OUR MAILING LIST, WRITE FOR GIBSON'S FORTNIGHTLY MINING REVIEW AND OUR FREE MAPS OF PORCUPINE AND KIRKLAND LAKE.

Homer L. Gibson & Co.

703-4-5 Bank of Hamilton Building
TORONTO, ONT.

JANUARY

VOCALION RECORDS



John Charles Thomas

—the eminent Baritone-Actor—is a Vocalion artist exclusively. Hear him sing

Love's Old Sweet Song } 60015
Trees } \$1.75

English Records

Prelude No. 3, Op. 104 (Mendelssohn) X-9178
(Schuman) 10-in. \$1.25

Jeanne Marie Darre (Piano) R-6062
A Memory (Goring Thomas) 10-in. \$1.65
O Star of Eve (Wagner)
C. Warwick Evans ("Cello")

Banjo Song X-9170
The Morning Land 10-in. \$1.25
Norah Scott (Contralto)

Reverie (D'Ambrosio, arr. Tertis) R-6111
Lionel Tertis (Viola) 10-in. \$1.65

Still as the Night R-6092
Reaping 10-in. \$1.65
Margaret Balfour (Contralto)

Peer Gynt Suite No. 1, "Morning"; K-05060
No. 2, "Death of Ase" 12-in. \$1.85

Peer Gynt Suite No. 3, "Solveig's Song"; Nos. 4 and 5, "Anitra's Dances" and "In the Hall of the Mountain King." K-05061
Band of H.M. 1st Life Guards 12-in. \$1.85

Elena Gerhardt

Der Erlkonig (The Erlking) 70039
Feldensamkeit (Recorded in England) 12-in. \$2.50

THE New Year will bring you increased interest in your phonograph if you select Vocalion Records. Under the Vocalion system of recording, not only are finer musical tones obtainable, but you have a selection of the great artists of Great Britain and Europe as well as of this Continent.

For New Year Dances

- Sleep—Waltz
- The West, a Nest and You—14695
Waltz Selvin's Orchestra
- Perhaps—Fox-Trot
- Marcellonic—Fox-Trot 14685
- The Ambassadors
- Rojo—Fox-Trot
- Cielito Lindo—Waltz 14693
- The Castillians
- Kama Loves Papa—Fox-Trot
- I've Got a Song for Sale—Fox-Trot 14697
- The Kentucky Colonels
- Covered Wagon Days—Fox-Trot
- Shake Your Feet—Fox-Trot 14707
- Banta and Hess, Piano
- Capriccio—Tango
- Cielito Mio—Tango 14706
- Coleman and his Club Trocadero Orchestra

10-in.
75c

Popular

- Kiss Me With Your Eyes
- Lewis James
- I'm Drifting Back to Dreamland
- Lewis James and Elliott Shaw 14698
- Coral Sands of My Hawaii
- One-Two-Three-Four 14700
- Criterion Quartet
- Somehow
- Why Should I Give My Love To You 14703
- Irving Kaufman
- Rakes of Kildare
- Green Mountain Reel 14704
- Flanagan Brothers, Accordion, Banjo, Harp-Guitar
- Dear Old Pal of Mine
- I Dreamt I Dwelt in Marble Halls 14696
- Sam Moore and Leroy Smuck

10-in.
75c

Colin O'More

The Harp That Once Colleen Aron } 24055
10-in. } \$1.50

For Sale at

Gray's Drug Store

River Road Opposite Hollinger Townsite Phone 223r

SCYTHES VOCALION CO., LIMITED, TORONTO, ONT.