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NORTHERN EMPIRE THEATRES
New Empire Theatre
- COMING -
FRIDAY & SATURDAY TOM MIX IN "SOFT BOILED"
May 23rd and 24th

Friday and Saturday, May 30th and May 31st
"THE ELEVENTH HOUR" A SPECIAL

Old Empire Theatre
Friday and Saturday, May 16th and 17th
Anita Stewart in **"QUESTION OF HONOUR"**
First National Feature
Friday and Saturday, May 23rd and May 24th
"Bulldog Drummond" from the original story by "SAPPER" with a star cast
Charles Chaplin in "A Day's Pleasure"

"BARNSTORMER" FRIDAY & SATURDAY
A First National Feature MAY 30th and MAY 31st
Matinee Daily

SEEK PUBLICITY BUREAU TO BOOST THE NORTH LAND

Suggestion That T. & N.O. Railway Establish Bureau to Advertise the North.

On more than one occasion effort has been made to inaugurate a plan whereby proper publicity could be given the North Land. Several of the centres of the North have spent effort, time and money in publicity work, but from the view of the general interests of the North these efforts have not been so effective as desired. On the other hand it is unreasonable to expect one centre to actively engage in general publicity work for the North, while no plan has yet been discovered to finance any general plan on an equitable basis. When Mr. R. A. McInnis was President of the Associated Boards of Trade of Temiskaming and Northern Ontario, a considerable amount of study was given to the question of general publicity for the North, but it was not possible at that time to work out a practical and effective plan. The North Bay Board of Trade, however, seems to have centered on a good idea. The North Bay Board of Trade advocates a Publicity Bureau in connection with the T. & N.O. Railway. Other railways maintain such bureaus. The one conducted by the C.P.R. is possibly one of the most complete of its kind in the world. There is also a live publicity bureau in connection with the Canadian National Railways. The railways were quick to realize that the development and progress of the country through which they may travel means bigger and better traffic business for them. The C.P.R. has so firm a grasp of this idea that its publicity efforts are not confined to the immediate country served directly by its lines, but is extended to take in all territory that is considered in the light of a feeder for the railroad. The Canadian Pacific, for example, gives considerable attention to this section of the North Land and is ready at all times to give publicity to this district. If a publicity bureau is a good thing for other railways, it should be doubly useful for the T. & N.O. The T. & N.O. is the only railway serving a wide section of the North Land, and the prosperity of the railway depends in very large measure upon the growth and progress of the country at large. If the T. & N.O. by a publicity bureau can induce new settlers or new capital to come to the North, the railway will feel the effect in marked way. The North Bay Nugget in its last issue, under the heading of "Publicity Bureau Wanted for North," says: "The North Bay Board of Trade will petition the T. & N.O. Railway Commission to give due consideration to the matter of a publicity bureau for Northern Ontario, to be conducted under the charge of the commission and to spread the good news of the northern part of the province all over the United States and Canada." The Commission no doubt has already given the matter some thought, and with the suggestion of the North Bay Board of Trade to support the idea, will no doubt weigh the possibilities very carefully as to advantage to the country and the railway from the establishment of a publicity bureau in connection with the railway.

AN INDIAN SUMMER IN THE ENGLISH LANGUAGE
A former Councillor of the Town of Timmins had a favourite expression that achieved considerable local fame. "Let her go, as she looks," was his comment on hundreds of occasions. This is perhaps the best comment on the following paragraph from the last issue of The Pas (Manitoba) Herald: "The following notice has been found posted up on the door of Sam Cook's Hotel at Rocky Lake, the principal stopping place between The Pas and Sturgeon Landing. "I am leaving this house. Anybody you have to pay just the same. Anyhow that why we do not lock this door. I always come and see this house. You can leave the money on the table please, and I want somebody to give me some lard. Sam is not home just now. He is gone to down town and I am keeping this house for him."
Jamia Cook, (Mrs. Sam Cook.

Cobalt has discontinued the practice of giving the corporation labourers a half-holiday on Saturdays. Three Councillors voted to cut off the half-holiday, and two to continue this privilege to the men. Of the latter two, one was Councillor Frank Lendrum who would be described by some of the hot-headed "workingmen's friends" as the editor of a "Capitalistic" newspaper, yet he had more consideration for the workers than others who might talk louder along the line of love for the labourers.

DEGREE OF LL.D. CONFERRED ON DR. J. MACINTOSH BELL

The Toronto Globe last week says: "The risk and romance of mining are once more called to mind by the honor of LL.D. yesterday given by Queen's University to J. A. Macintosh Bell, one of its own graduates and a Canadian geologist of high standing. It was Dr. Bell who, backed by British capital, pressed on to success in the Keeley and Vipond mines, in Northern Ontario, against the advice of other experts. "Even more remarkable is the fact that in the case of the Keeley rich silver ore was found only a few feet beyond where the work was stopped by the Farmers Bank, upon its failure. The huge "Keeley nugget" now attracting so much attention in the Canadian exhibit at the British Empire Exhibition was found on the Keeley mine. The Vipond was slow in justifying the faith of the geologist who took it up, but last November, the fears of those who said it was outside the belt which has made the Hollinger and other great Porcupine mines were blown away in rich finds. The stocks of both mines have risen to high levels from very low points. "Dr. Bell was born in St. Andrews, Que., in 1877, and educated in Almonte, (Ont.) High School, Queen's and Harvard. After some early work for the Ontario Bureau of Mines and for the Lake Superior Power Company, he went to New Zealand, where he was for some years official geologist, commencing in 1904. This work was varied in 1910 by a journey to the Antarctic with Captain Scott, in one of the great trips of exploration of modern times, in which Captain Scott lost his life."

Mr. and Mrs. R. J. Overton, of Matheson, were visitors to Timmins last week.

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