

# Personality in Print

**P**EOPLE prefer to buy known goods from merchants whom they know. ADVERTISING makes you acquainted with the buying public.

This "personality in print" is the greatest builder of confidence there is. It teaches the whole community to

—believe in you and your goods  
—to think they have a need for your goods.  
—and to buy at your store.

Moreover, people expect to be asked to shop at your store. A message in The Advance carries conviction right into the home. Let us show you what happens when

## "An Advertisement is an Invitation"

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### DEATH LAST WEEK OF MR. NORMAN ROBAR, SCHUMACHER

Schumacher and the district generally lost a good citizen last week in the death of Mr. Norman Charles Robar who passed away at his residence, Second Avenue, Schumacher, on Monday, Sept. 15th. The late Mr. Robar was 62 years of age at the time of death. Death was due to heart trouble. The late Mr. Robar was an old-time resident of the North Land, having spent many years in Cobalt and Porcupine Camps and being very highly esteemed by wide circles through the North. He is survived by a widow and a son and two daughters resident in Schumacher, a daughter in Hamilton, Ontario, and two other daughters in the United States. To these the sincere sympathy of all will be extended. He was an honored member of the Masonic Order and the funeral last Wednesday was with Masonic Honours. Interment was made at Hamilton, Ont.

### Is Your Teamster Your Tailor?

A Tailor spends four and in some cases five years of the best of his life before he can step out and call himself a Tailor. If he is not fitted for the profession, many and many a time he has to revert to unskilled Labour.

Tailors are born not made. Why? Because the profession is one of the greatest arts there are. To be able to create garments to fit all types of men and women, is an art that few people take into consideration.

From a Tailor's standpoint we view, for instance, The Teamster, Miner, etc., etc., who has the hustling ability to get the opportunity to get a Set of Samples from some wholesale Clothing House who in the city they are located cannot do sufficient business to pay their overhead expenses. This said Teamster or Miner, etc., etc., becomes a Real Tailor overnight he immediately sets out to do business with the one object in view—to get as much profit as he can, immaterial whether the suit fits the customer or his cow.

He has nothing to lose. Your order is sent C.O.D. Mr. Agent has his deposit which represents his profits. You do not have the opportunity to see whether it is the goods you purchased until you have paid your suit in full. Mr. Customer never stops to consider whether this Agent is a Tailor, Bank Robber or Bootlegger. He gives his order; pays his deposit and trusts to God for results.

In the first place this Agent referred to has no conception in the world how to offer an explanation to the house he represents how the customer is built. In fact he doesn't know whether the tool he gets to measure with is a Tape measure or a Tape worm.

This same agency idea applies quite differently with Mr. Tailor. He gets the agency. Mr. Customer comes into his place of business; if he has nothing suitable in stock he shows him the Samples from his agency. If he makes the sale he may get a deposit. If he insists on a deposit Mr. Customer wants him to guarantee the garments to fit or deposit refunded. And in lots of cases arrangements are made; if the Customer is satisfactory to the Tailor, of paying the balance in so many payments. This is where Mr. Grew-over-night Tailor has it over the real Tailor like a Tent.

He gets his and leaves his wholesale house to get theirs.

In conclusion as professional Tailors, we would suggest that when in need of anything in the Tailoring line consult a Tailor, and make sure it is a Tailor you are consulting. At least, if in doubt find out whether he can sew a button on or not. And although your initial cost may seem high, you are getting a cheaper suit at sixty dollars than a suit purchased from an ordinary Wholesale Clothing House at \$35.00. If you buy wholesale Clothing, keep track of your pressing account and be convinced.

**Geils & Herman**  
MERCHANT TAILORS  
Opposite Todd's Drug Store.  
TIMMINS ONT.

The Haileyburian last week says—  
"A very critical operation was performed at the Red Cross Hospital here on Saturday last, when the two-year-old son of Mr. and Mrs. P. Pils-worth, Englehart, was brought to town suffering from peritonitis. Although the little lad was very dangerously ill, the operation was performed successfully and there is hope for his recovery."

## Vipond's Annual Statement Shows Pleasing Situation

**Total Production to July 31st, Amounted to \$1,187,499.59, of this \$379,075.51 Being Produced this Year. Important Discoveries of Good Grade Ore Made, Thereby Substantially Increasing the Tonnage.**

The annual report of the Vipond Consolidated for the year ending July 31st, 1924, has been mailed to shareholders and indicates that the property is in a very satisfactory position and with excellent prospects.

The operating profit for the year was \$100,513.37 plus non-operating earnings of \$9,090.12, making a total of \$109,603.49 against cost of development, reserves for plant depreciation and provision for income tax, making a total of \$58,089.47.

The cost per ton of production is \$10.60, leaving a net profit of \$51,516.02.

The president, Mr. F. H. Hamilton, points out in the report that the operating expenses appear to be high as compared with the operating earnings, but when it is explained that the earnings only cover a period of eight months, whereas the expenses are spread over a year, it will be readily seen that they are not disproportionate.

In his annual report, Dr. J. MacIntosh Bell says:—"The results obtained during the year may be considered as very satisfactory. Not only were important discoveries of new ore of good grade made, especially in the central system comprising veins 9, 10, 12 and 14, thereby substantially increasing the tonnage and average tenor of the ore reserves, but the mill was renovated preparatory to commencing a steady production at a rate providing considerable profit."

351,466 tons of ore were hoisted, of which 46,150 tons were from the stopes. The remainder came from development. The cost per ton of ore delivered to the primary crushing plant averaged \$2.93.

The entire authorized capital of 2,000,000 shares have been disposed of.

Total production from the mine up to July 31st last amounted to \$1,187,499.59. This amount is divided into production from bullion amounting to \$397,075.51 and from bullion produced in former years \$808,424.08.

Total ore reserves opened up in the mine as at July 31st, 1924, are estimated at 315,423 tons of a total value of \$3,010,347.

The old mill repaired and reorganized commenced crushing November 20th, 1923. Since that date it has continued to fulfill expectations as regards both tonnage and extraction. Condensed statistics are as follows:

Tons milled .....	29,783
Average value per ton .....	\$13.53
Gross value .....	\$402,823.31
Bullion recovered .....	\$79,075.51
Average running time .....	94.2%

Assets show cash on hand of \$67,061, compared with \$6,099 on July 31st, 1923. \$57,474.50 are set aside for depreciation of buildings, plant and machinery. This year's statement also shows capital account, with the full \$2,000,000 issued, whereas last year there was only \$1,504,108.

Mr. and Mrs. A. M. Brethour, of Montreal, were visitors here last week.

### FOR SALE

The following Goods will be sold at once.

- 1—1½ Ton M. Truck, this truck is in splendid condition, complete with four new cord tires.
- 1—Small Electric Lighting Plant with Gasoline Engine attached. (New)
- 1—Dining Room Table and Chairs.
- 1—Oak Bed, Complete with Springs and Mattress.
- 1—Large Solid Oak Refrigerator, porcelain lined.
- 1—Superflex Perfection Oil Stove, complete with high shelf and oven.
- 1—Underwood Typewriter, almost new.
- 1—4 Tube Federal Radio (new).
- 1—20 Gauge Remington Pump Shot Gun.
- 5—New Camp Cots.
- 1—China Cabinet
- 1—Brass Bed.
- 1—20 x 24 Silk Tent 5' Walls
- 1—Driving Cutter, with Top.

APPLY  
NEW YORK PORCUPINE MINE  
Near South Porcupine.

### ROUYN TOWN LOTS

Buy a Lot in what we think will be the Business Center of a rich Mining Town.

#### A SECOND TIMMINS

Only a few Lots for Sale, present price \$300.00, half cash, 1, 2 and 3 months; corners \$400.00. Send me a cheque or money order for \$150.00, I will select the best lot available and will send forward all necessary papers for signature.

AT KINGSTON HOTEL THIS WEEK.

**NELSON PINDER**

ROUYN — — — — QUEBEC.

### King's Dry Cleaning Service

"We Clean Everything"

We have an up-to-date Dry Cleaning Plant now in operation and we can give quick service and guarantee satisfaction.

Ladies' Dresses, Suits, Skirts, Waists etc., etc., made of any material. Gents' Suits, Overcoats, etc., made to look like new.

Garments called for and delivered. All goods at owner's risk.

MAIL ORDERS PROMPTLY ATTENDED TO

### King's Dry Cleaning Service

"We Clean Everything"

Phone 280 Timmins, Ont.