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Ten Years Ago in Timmins
FROM DATA IN THE PORCUPINE ADVANCE FILES

The Advance ten years ago had a front-page article in reference to the prevalence of "Spanish Flu" in Canada at that time. The Provincial Board of Health was quoted as saying that they feared that fully one half of the population of Ontario would be affected before the epidemic had run its course. The Advance was able on Oct. 9th, 1918, to refer to the epidemic as follows, but in a few weeks would have to revise this summary:—"The North Land, so far, has fairly well escaped the trouble. Cobalt, Halleybury and other North towns have been free from cases and Timmins has had no epidemic. Some months ago there was a partial epidemic of the trouble that is now thought to have been "Spanish Flu." Among the sufferers some months ago were Magistrate Atkinson and Inspector Blackwell. They will be trusting now that one attack gives immunity from a second siege." In a few weeks, however, it appeared here, as will be noted by following this column. There was a tendency to create panic by tales of the number of deaths, and The Advance to counteract this was listing each week all the burial permits issued.

Ten years ago The Advance called attention of all United States citizens in the North Land to a notice published in another column of the issue by the Government of Canada. In this it was noticed all United States male citizens use between the ages of 19 and 44 were required to register with the District Registrar Under the Military Service Act. C. Lesslie Wilson, Toronto, Ont. At the regular meeting of the Timmins Fire Brigade ten years ago, Fireman J. T. Easton suggested that the brigade organize a couple of salvage corps to take charge of movable and other property at fires. He pointed out the useful work that could be done in the saving of furniture, etc., if some one with authority to act were early on the scene. The idea was enthusiastically endorsed by the brigade and two teams were named as the first salvage corps of the Timmins fire brigade, one captained by W. G. Smith and the other by P. Jeffrey.

The bringing of electric lights to Porquus Junction was thus referred to by The Advance ten years ago:—"The T. & N. O. Railway has given E. M. Allworth, of Timmins, the contract for the installation of a complete electric light plant for the station at Porquus Junction. The electricity will be generated by a gasoline plant, and the system will be a modern one and complete in all details. The station, yards, etc., will be lighted by electric lights, and not only more satisfactory service thus secured, but also that the plan will mean in the end considerable economy. The public in general will be pleased indeed to learn that Porquus Junction is to be improved to this extent, the Junction being a place where so many have to spend more or less happy hours, usually at night, waiting for connecting trains to take them where they would prefer to be.

Here is another paragraph from The Advance of ten years ago that may recall the war days when coal was one of the "precious metals" up in this North Land:—"Mr. H. Peters has a sample of a mineral once well-known in the Porcupine, but now only a memory. At the risk of having his window broken by some bold robber tempted by the display of wealth, Mr. Peters has actually displayed this practically extinct mineral with a card reading:—"A specimen of genuine coal—very rare—worth fabulous prices—was actually burned in stoves and furnaces before the Great War—now almost unknown." The Union Coal Co. and John W. Fogg both swear that Postmaster Peters will never get another sample of the precious mineral until the post office is kept open an hour Sunday, or words to that effect."

In The Advance of Oct. 9th, 1918, the following announcement was made:—"Mr. S. Bucovetsky, one of the pioneer business men of the Porcupine camp, and well and favourably known throughout the North Land, has sold his building on Pine street and is making arrangements to dispose of his men's furnishings and clothing stock,

for lawyers at the Halleybury court house. It is hoped to interest all barristers and solicitors in Temiskaming and secure a representative membership for the proposed association."

Ten years ago a man on street asked The Advance how it was that despite the war and conditions the J. R. Gordon business here seemed to prosper and progress. Because the matter was so timely The Advance made rather extended reply as follows:—"The J. R. Gordon business is founded upon business principles and carried on upon business lines that never yet failed to win public approval and support. One of the chief foundations of the business is an intelligent and persistent advertising policy, backed up by fair dealing, good service and proper methods. A striking example of the J. R. Gordon secret of success was given last week, when The Advance made a typographical error in J. R. Gordon's advt., whereby five bars of soap were offered for 25 cents. The soap actually cost more than that, and Mr. Gordon had written quite plainly "5 bars for 35 cents." But the store did not stop to explain it to the customers or "blame it on The Advance." Without word or question, the advertised price was accepted. The J. R. Gordon store backed up its advertising cheerfully and completely, even though there was a mistake for which the firm was not responsible. It is easy to see how the public will come to believe absolutely in the J. R. Gordon kind of advertising and how in such a business advertising will pay because it is supported and wins public confidence." It may be added that other businesses in Timmins in the ten years since then have followed the same principles and it has paid by dividends in public confidence and in business patronage.

Among the local and personal items in The Advance ten years ago were the following:—"Mr. H. Leduc returned last week from a two months' visit to the south." "Mr. Norris Howie, of Schumacher, who joined the Air Force some months ago and was then placed on the reserve, has been notified to report at Toronto on the 18th for active service." "Mr. E. H. Bridger has moved his book, stationery and fancy goods business from the Stadelman store to the larger premises a couple of doors, next to Marshall-Ecclestone's. In his larger premises, "Ernie" purposes carrying enlarged stocks and new lines of goods while the public may be assured that new premises or enlarged business will not alter the courtesy and accommodation of this live business." "Mr. W. J. Bouldry, late of Cochrane, and well-known throughout the North Land, has been appointed Colonization Agent for the T. & N. O., with headquarters at Halleybury, where suitable accommodation has been provided in the station there." "Mayor J. P. McLaughlin left last week for Baltimore, where Mrs. McLaughlin is taking treatment at the John Hopkins hospital. Mrs. McLaughlin has received some benefit from the treatment and is now sufficiently recovered for the treatment to be continued at home. Consequently, she will return with Mr. McLaughlin this week, and all will hope for her a speedy and complete return to health." "Mrs. D. Coffey, of Greenland, Mich., is visiting her parents, Mr and Mrs. J. E. Salmon." "An increase in the war tax on amusements, such as moving pictures and theatre events, is to be put

in force by the Ontario Government at an early date." "Digby Salkeld, who went overseas with the Borden Battery, has been working his way up in military life as his friends would expect him to do on merit. He now has the rank of lieutenant." "Mr. Dan Cosgrove, formerly of the Timmins Fire Dept., returned on Saturday from a holiday at his home in Buckingham, Que., and has taken a position at the Hollinger mine." "Dr. and Mrs. McInnis, accompanied by Mrs. F. Arnold, returned last week from their vacation in the south, where they visited many points of interest in Western Ontario and several of the larger border cities, including Detroit." "Mr. M. Abraham, of Cobalt, is in town conducting a sale for Mrs. N. Aboud." "Born—in Timmins, on Oct. 1st, 1918, to Mr. and Mrs. Chas. Wainwright, a son." "Mr. J. E. Sullivan, who was in Toronto where he underwent an operation for appendicitis, returned last week, and his many friends will be pleased to know the operation was successful and he is rapidly recovering health again." "One evening last week the breaking of an axle on one of the T. & N. O. engines at Hoyle delayed the arrival of the evening train for several hours. Sunday's National was also delayed a couple of hours by another slight mishap to the railway's rolling stock." "Messrs J. K. Moore and W. McHugh were interested visitors at Abitibi Lodge, Iroquois Falls, on Friday night. Indeed, so interested that they missed the morning train on Saturday and had to stop over. Now, it would be impossible to lose either of them at the Falls, for they know every inch of the cement sidewalk and every angle of the street." "This is Fire Prevention Week in Canada. Every good citizen is expected to clean up his premises, to help remove all danger of fire or ill health."

HAILEYBURY PHONE SYSTEM COMES IN FOR CRITICISM

At the meeting of the Halleybury Board of Trade last week there was considerable criticism of the telephone system in that town which is under the Northern Telephone Co., formerly known as the Temiskaming Telephone Co. A resolution was passed by the Halleybury Board of Trade at its meeting last week asking the town council to press for better service and conditions. It was stated that a previous complaint by the Council and the Board of Trade had been promised investigation by the manager of the Northern Telephone Co., but no improvement had been noticed. Recent difficulties with fire alarms were stressed in the discussion, and among the grievances mentioned were cutting in and cutting off, poor hearing due, it was alleged, to inefficient equipment, and other complaints.

Learn to live on your last week's salary.—From Kodak Magazine. —Exchange

Student: "And poor Harry was killed by a revolving crane." Englishwoman: "My word! What fierce birds you have in America." —Exchange

You have an idea, I have an idea. We Swap. Now you have two ideas and I have two ideas. —Exchange

A good listener makes more friends than a good talker.—From Fada Sales, F. A. D. Andrea Co. —Exchange

You can't plow a field by turning it over in your mind.—From Travelers Equitable Bulletin. —Exchange

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John Gilbert and Renee Adoree
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"HONOR FIRST"
Paramount News and Comedy
"VACATION WAVES"

FRIDAY & SATURDAY
"WHY WORRY?"
See Al. Plunkett's "DUMB BELLS"

NEXT WEEK—Mon. & Tues.
William Haines and Joan Crawford
IN
"WEST POINT"
Laughs galore—with a romantic love story—and a thrill
(Our Gang) Comedy "HEEBEE JEEBES"
Scenic—"PLANTING SEASON"

WEDNESDAY & THURSDAY
"THE BIG NOISE"
The greatest mirth-explosion ever set off by
Chester Conklin
and an all-star cast
The funniest conglomeration of gags and gingles ever put into one picture
Paramount News and Comedy
"STOP KIDDING"

COMING—
"The Dove" "Ben Hur" "The Big Parade"

New Empire

Friday and Saturday, Oct 12—13
Lois Moran
IN
"SHARP SHOOTERS"
with
George O'Brien and William Demarest
A tropic tale of Oriental Love and an Occidental adventurer of the U. S. Navy
PATHE NEWS AND REVIEW
Comedy "STING OF STINGS"

Monday and Tuesday, Oct. 15—16
Richard Dix
IN
"MAN POWER"
with
Mary Brian and Phillip Strange
The same pair who made "Knockout Reilly" the success it was, appear in this smashing, driving, dramatic sensation. Miss a Dix drama and you miss the treat of a life-time?
Comedy "NEWLYWEDS FALSE ALARM"
"MASKED MENACE"—Chap. 3

Wednes. and Thursday Oct. 17—18
Al Wilson
IN
"THE AIR PATROL"
The world's greatest stunt flyer on the wings of a fast-moving airplane—Don't fail to see Al Wilson do his stunts.
Comedy "OH, WHAT A MAN"
"TRAIL OF THE TIGER" Chap. 4

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Lois Moran in "Don't Marry"

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