The Porcupine Advance TIMMINS, ONTARIO

OFFICE 26-PHONES-RESIDENCE 70

Published Every Thursday by: GEO LAKE, Owner and Publisher

Subscription Rates:

United States ... \$3.00 per year

Timmins, Ont., Thursday, Sept. 25th, 1930

GRAVEL AND SAND-AND PLACER

In the recent provincial elections in this riding certain politicians persisted in bringing Dominion politics into the campaign. Now in the Dominion House of Commons J. A. appeared to think that it was provincial politics in the douthat while this provincial matter was brought forward by some during the recent Dominion election in this riding it was not allowed open discussion here at the time and place where it could have been effectively dealt with.

Hon. R. B. Bennett and Hon. W. L. Mackenzie King had a few words for each other in the House of Commons last week. The case might be summed up by saying that Hon. Mr. Bennett sits for the constituency of Calgary West, while the constituency of Prince Albert stands for Hon. Mackenzie King.

Under the Soviet plan of robbery of the individual and doubtedly would accompany a belt line of road for this North oppression of all politically opposed to their scheme of life, the price obtained for Russian goods is immaterial. So far as other nations are concerned the competition from Russia is as unfair and impossible as would be competition between legitimate merchants and the purveyors of stolen goods. The entrance into Canada of Russian coal is unfair competition of the most outrageous kind. It is a menace to Canadian labour no less than to fair trade. If Russian coal were being given away, it would be too dear a price to pay for the injury to Canada's industry and Canada's labour.

A lady reader in the South writes to ask what they manufacture at Moose Factory. For one thing they make a lot of ice there.

An itinerant individual who was in town to sell some sort of a contraption to be added to the inner workings of otherwise innocent automobiles with the apparent purpose of making Henry Ford green with envy or something like that raised a smile while he was addressing the town council on Monday. Seriously, almost sadly, he informed the council that no one read newspaper advertisements and so to introduce his specialty he had to take it around and demonstrate it on vacant lots. There should have been a laugh when the gifted speaker and philosopher volunteered the information that the cost of the manufacturing of the article was eighteen cents while the selling price was three dollars. This enormous spread between cost and selling price is the inevitable result of lack of advertising. Mass production, only possible through the generous use of proper advertising, has reduced the price of automobiles to a figure that comes within the reach of all. Had the automobile manufacturers adopted the Kickapoo Indian Medicine Man's old-time idea that to talk to a score of people at a street corner was better advertising than to give thousands of people the message in their own homes through the modern use of intelligent advertising, the cheapest motor car of to-day would be selling at a price around ten thousand dollars.

Sudbury merchants are planning to continuue the weekly half-holiday closing of the stores all the year round, with the exception of the month of December, instead of confining it only to the summer months, as has been the case points. The inconvenience to the public is practically negbreeds contentment. The merchants and the public also share in an advantage that should not be overlooked, and the staffs return refreshed to business. It will be found that the staffs will actually do more business in the shorter hours. That has been the invariable experience. The Advance has for some years been urging the merchants of closing. Several merchants in town voluntarily adopted this plan some years ago and have carried it through with success and satisfaction despite the fact that the other merchants have failed to accept the method. The barber shops in Timmins have also closed every Wednesday afternoon the year round and generally are pleased with the plan. It is to be hoped that the merchants in general in Timmins will follow the plan now being adopted in Sudbury. A yearround half-holiday will, of course, be of special advantage to the clerks but it will also prove of value to the merchants and to the public in the better service assured by the better conditions of labour.

There is a general belief that Hon. R. B. Bennett and his government through the measures adopted at the emergency session of parliament this month have done much to remedy the unemployment situation in Canada and to give a renewed impetus to Canadian industry and commerce. Governments can do much in this line and when the people show their displeasure at governments when times are difficult the voters are by no means as unjust as some apologists for political parties sometimes assume. Governments are expected to look to the welfare of the people and if they people have much right on their side in laying a great part of the fault to the door of the administration. At the same much for themselves. For instance, a great impetus may be settlers.

given to Canadian agriculture and industry by a proper attitude on the part of any material part of the people of Canada. Even in this it is true, of course, that governments can still do much in the way of direction and suggestion. This is illustrated by the fact that in the case of the province of Ontario a very decided lead has been given by the government in the matter of showing the people how they Member of the Canadian Weekly Newspapers Association may help themselves and urging them to do it by precept and by example. At the recent meeting of the Canadian Weekly Newspaper Association in Halifax, the following resolution was passed:-"That, in view of the importance of the industrial and agricultural situation throughout Canada, and the urgency of public thought tending toward greater economic co-operation, the C.W.N.A. at its eleventh annual convention in Halifax assembled, suggests that its membership assists in every effort to create a demand for the consumption of goods of Canadian production." This resolution was later presented to Hon. Mr. Stevens, Minister of Trade and Commerce in the Bennett Cabinet. Hon. Mr. Stevens said that he appreciated the thoughtfulness of the association in the matter, and also that the Prime Minister himself had been in conference on just such a question and that a campaign of advertising to rouse interest and good-will in regard to Canadian goods of all kinds was among the mat-Such a belt line of roads would join up all the centres of introduce provincial politics into that chamber. The premier the North, open up a wonderful area of new country rich in ble meaning of that word "provincial." It is to be regretted tractive scenic effects, offer access to markets to many seting to the North Land. Tourists will not travel hundreds | Que. of miles in the one direction on the one road knowing they must return by the identical route. The belt line of roads would offer a new route for the return from the North. It would allow the tourist to see three times as much of the North. The completion of this highway would give Sudbury | Brockville General hospital. and district direct access to the Trans-Canada highway if that highway follows the route of the Ferguson highway to Cochrane and goes west from there. There is only a comparatively small part of the roadway necessary to be built to complete this belt line of roads. The construction of the transmission line from Abitibi Canyon to Sudbury should Canada last year bought 157,000 tons of Russian coal. simplify the building of the belt line of roads. At Cochrane The government should take steps to see that not one pound last week it was said that the transmission line is being of Russian coal is sold in this country this year, and until cleared to a width of 200 feet, instead of the customary 100 the government moves people in general should positively feet. The idea held by many is that the extra width is made and emphatically refuse to have anything to do with this with the idea of establishing a roadway alongside the power blood-soaked foreign fuel. The coal is mined under con- line. This would be an excellent idea. It would be a great going to the city for a visit. ditions that are most deplorable and that the civilized world convenience in the matter of repairs to the transmission should do its utmost to overthrow. The coal is mined and line. It would be invaluable as a plan for forest protection. handled by Russian workers who are worse than slaves. And it would present all the other advantages that un-

> Again let it be said that roads for settlers still remain the great need of the North. Without proper transportation facilities the settler has not a fair chance.

Emphasis is being given to the idea that the proposed route for the Trans-Canada highway by way of the north shore of Lake Superior has special advantages from the standpoint of scenery. As a matter of fact the scenic attractions along the Ferguson highway and west from Cochrane, Kapuskasing and Hearst and through the Nipigon country have unrivalled beauty and appeal. There is nothing on the north shore of Lake Superior that can eclipse the beauty of this North Land in scenic appeal. There are innumerable lakes and rivers to be passed on the Ferguson highway route and the variety of small lake succeeded by large lake and river and wooded country and towns and agricultural lands surpasses in attraction surely the monotonous stretch of water in the great lake. Cobalt and the other stretches of rock on the Ferguson highway route will add the touch of variety only to the scenic charm, while there is nothing but a desert of drab rock to be seen on the much-touted scenic route along the north shore of Lake Superior. Organized effort is now being made to attract attention away from the logical present route for the Trans-Canada highway—the Ferguson highway route—but even The Sault Ste. Marie Star will before long be ready to admit | well for Mrs. Taylor before she left that the scenic beauty of the north shore route is as much of a manufactured dodge as the now-famous wolf of

One of the matters before the last meeting of the Northern Ontario Associated Boards of Trade was the question of the express rates on blueberries. This brought up the larger vices on Sunday evening. There are question of the possible value to the North of the blueberry several in town, who, remembering industry. Under proper regulation blueberries may prove the real "berries" for the North.

As the weekly letter of the Legion this week points out, the flagpole at the cenotaph should be repaired at least before Armistice Day comes around.

ters considered for early adoption. Already, the Ontario to Mr. and Mrs. G. T. S. Train, of in previous years. The proposal has been considered by the Government has inaugurated a campaign urging that all Sudbury merchants for some months past and last week good people of the province take the time and thought to there were about one hundred names of leading business give preference to the products of Ontario. The advertismen on a petition to be submitted to the council to make ing points out the superiority of most lines of Ontario goods the all-year-round half-holiday idea a part of the city by- from the farm and the factory. Sometimes the home prolaw in regard to early-closing. The Sudbury merchants will duct is actually lower in cost as well as superior in quality. pared. find the plan a profitable and pleasant one from all view- Often the only recommendation for the foreign article is its | apparent cheapness, and frequently there is no true economy ligible. The merchants and clerks benefit from the holiday in the purchase of the foreign goods even from the single break in the week. It is something that helps health and standpoint of cost. There would be a great impetus given to Canadian industry and agriculture if every good citizen stopped to weigh the virtues of the foreign and the home that is the advantage of improved service. After the holiday product alike. In most cases, with all factors considered, the home product would be gladly accepted as both the cheapest and the best. In the past the public have been too much inclined to take the line of least resistance. For L. Hussy will be here for next Sunday instance, if Russian coal were specially praised as it was last Timmins to adopt the plan of all-the-year-round early year in this town by some, there was too pronounced a tendency to accept it at face value, instead of studying the effects on industry, labour and the country generally through its use here. If the people in general can be induced to consider the goods they purchase, looking at the matter from all standpoints, there will soon be a notable revival in Canadian industry. Canadian goods, whether from farm or factory, can hold their own for quality, and provided the demand is sufficient, the price will soon adjust itself. Governments these days seem to be doing their part at Timmins, is the new priest for this to direct the attention of the people in a general way to the facts as they appear. It remains for producers and manufacturers and dealers generally to follow up this advantage by giving particulars of the Canadian goods they deal in and showing the people that for Canadians the true wisdom, foresight and economy rests in the purchase of Canadian goods With all-rou.nd co-operation Canadian industry and Canadian agriculture may be placed in the way of sure profit and progress to the general advantage.

The Advance has persistently urged the completion of what is termed the belt line of roads for the North Land.

With the changes in the Ontario Cabinet it is to be hoped fail, they may blame it on providence all they may but the there will be no slackening of interest in the North Land. There is some disappointment here because while the rearrangements were being made in the Cabinet nothing was time it should not be forgotten that the people are able to do said about a new department to look after the interests of ly for the thief put in on the night it

motor trip to Ottawa this week

Mr. and Mrs. A. G. Burrows returned on Monday evening from a two weeks' motor trip through Southern Ontario.

Miss Margaret Everson returned to her home in Winnipeg this week after

a month's visit to friends in Timmins. Mr. and Mrs. Frank Jones, of Clinton, Ont., are visiting their uncle, Mr. R. Richardson, on their honeymoon.

Mr. and Mrs. L. H. Banks, former especially noteworthy for size and residents of Timmins, are the guests quality. this week of Mrs. Banks sister, Mrs. Wm. McDermott, 79 Birch street, south.

mins last week after spending the past few months at his home at Sherbrooke, Parron is a sister of the station agent

Miss Ruby Berry, daughter of Mr. and Mrs. David Berry, Haileybury, has been appointed to the important position of instructress of nurses in the

Mrs. E. M. Allworth, Mrs. Dr. Hudson, Miss Jamieson and Miss Ethel Allworth left by motor last week for Toronto. Miss Allworth will resume her training at the Western Hospital.

toria College where she will be a re- others in The Advance; others like to sident student. Mr. Scott and Fordyce read about you." accompanied Miss Scott to Toronto,

the Canada Northern Power Corpora- when Past Masters' Night was held. tion, of New Liskeard, together with Those who took part were: J. Patter-Messrs Howard, Douglas and Day, of son, J. A. Hugh, F. A. Errett, Charles the same corporation, were visitors to Neal, H. N. Williams, H. G. Murdock the camp this week.

Mr. and Mrs. E. B. Stallman, of Toronto, were week-end visitors to Tim-

Mr. and Mrs. D. D. Chisholm, of Maple street south, had as their guests last week Mr. and Mrs. F. G. Chisholm and Miss McDonald, of Cornwall, Ont. and Mr. T. McCarney, of Sherbrooke,

The Cochrane fall fair last week was a success though the weather was not the best. The exhibits however, were remarkably good, some of them being

Mr. William Robinson and Miss Winnifred Barron, of Connaught, were Mr. Hector Ayotte returned to Tim- married in Timmins by Rev. Bruce Milat Connaught.

> her sister, Mrs. Charles Ward, Timmins, were the guests of Mrs. Charles Empey, Judge avenue, en route to their respective homes after visiting in Douglas, Nebraska."

of this week for Toronto to attend Vic-particulars. "You like to read about

Masonic Lodge had charge of cere-B. V. Harrison, general manager of monies on Monday evening of last week and J. C. Fennell.

REV. FR. GELINAS IN CHARGE SOUTH PORCUPINE CHURCH

Harvest Festival at South Porcupine Anglican Church on Sunday. Rally Day for United Church Sunday School. Other South Porcupine and Dome News

South Porcupine, Sept. 23rd, 1930 Special to The Advance.

Mrs. J. McCaffrey, of the Dome, entertained on Wednesday of last week in honour of Mrs. W. Taylor. Bridge was enjoyed in which Mrs. W. W. Wilson won first prize and Miss Margaret Mac-Phail second. Mrs. F. Clarke entertained later in the week for Mrs. Taylor when Mrs. D. MacPhail won the first prize and Mrs. F. Dowzer came second. On Saturday evening there was a jolly surprise party at the home of Mrs. E. J. Jamieson given as a farefor her home in Toronto.

The harvest festival of St. Paul's Anglican Church is to be held next Sunday, September 28th. The ladies of the church will meet there on Saturday afternoon to prepare for it Archdeacon Woodall will take the ser-Canon Simpson's last visit to the camp might be glad to go to Timmins next Sunday morning to hear him preaching there. He is going to Iroquois Falls for the evening so could not come to South Porcupine on this visit north.

Born-On Sunday, September 21st

South Porcupine—a son. Rally Day for the Sunday Schools of cupine, on Sunday morning, September 28th. Special services are being pre-

Rev. L. Hussy is this week attending the General Council of the United Church which is being held at London. Ontario. He is the delegate appointed from this part. Mrs. Hussy accompanied him as far as Hamilton and will visit at the parental home there. Mr E. L. Longmore, of Timmins took the services very acceptably in the United Church on Sunday evening last. Rev.

Miss Alma Laforest leaves on Thursday of this week for Toronto to attend the Ontario College of Education.

Mr. C. Kehoe, manager of the Imperial Bank returned from the south on Sunday, accompanied by Mrs. Kehoe and two children, who have been spending the summer there.

Rev. Father Gelinas, who has been acting as assistant to Father Theriault parish and held his first service on Sunday morning last.

Mr. Pat Robinson has returned to the Bank of Toronto here after a holiday at Coldwater, Ontario.

Mrs. T. A. Strain returned on Sunday from a visit to her daughter, Mrs. Miller, at Charlton. Mr. Strain left on Tuesday, to accompany Mr. and Mrs. Miller and family on a motor trip to Clinton and other Southern Ontario

Mr. Hilton Miller's car, that was stolen a week ago Saturday night, has been found by the police out some two miles past the Timmins cemetery. It was stripped of practically every part that could be carried away before it was abandoned and the seven gallons of gas which Hilton had so convenientwas stolen was all drained off, the pipe opposition to the pipe oppo

lar on Saturday, September 20th. Miss The North Bay Nugget last week says:-"Mrs. M. Mullin, Porcupine, and

Readers of The Advance who have members of their household visiting in cutside places, or who have visitors from outside at their homes are asked Miss Ann Scott left on Wednesday to drop a note to The Advance giving

Seven former Masters of Englehart

leading to the tank broken to enable the thief to get the supply quickly. The police are still working on the case and some arrests may be made before long. Miss May LaMothe, of Mattawa,

the guest of her aunt, Mrs. M. Bessette. Mr. J. Ostrom and little son, Fred. day at Ottawa and Campbell's Bay.

Canadian Pacific Railway A GENERAL CHANGE OF TIME WILL TAKE EFFECT

Sunday, September 28th for all

Canadian Pacific Railway Passenger Trains For further information apply to any Canadian Pacific Agent or to C. H. WHITE, D.P.A., NORTH BAY

cupine an official visit this week and | club for the attraction of the general found the fire department in good public may be upheld.

shape, we understand. tion is being held at New Liskeard on | to her many friends here, previous to Monday and Tuesday, September 29th and 30th, when the usual delegates from members of the family to make their here will attend.

The Porcupine Rink and Hockey dance, which was postroned from Labour Day, will take place some time in October. Definite arrangements have not yet been completed for the securing of the hall but it is hoped that it may be obtained for Hallowe'en, when a monster celebration is to be staged which will take the place of the annual hockey dance that has usually been held in October. The tickets for this dance are still being sold, the two exceptional door prizes,-a Ford Tudor and the combination Radiola No. 47, Falls this week writes:interesting many of the friends of Porcupine people both far and near, as the dance tickets which give one a chance at the these door prizes have been placed at the very reasonable sum of fifty cents. The committee in charge are to be commended for their efforts to make a real success of their affair. They consist of Messrs J. Fell Sr., W. H. Johns, H. M. Wilson, C. A. Kehoe, treasurer, and G. T. S. Train, P.O. Box No. 5. South Porcupine, secretary. Books of eleven tickets are being sold for five dollars. In a place like South Porcupine where there is no Y.M.C.A., no community social centre for the English-speaking young men and boys of the place, the rink as a legitimate meeting place for the young folks of the community is a boon more farreaching in its good effect than many dream it to be. But to the general public it is about as interesting to offer a rink without a hockey club as it would be to hand a small boy a nice fat walnut with a withered kernel. Hence it is hoped that the citizens of the district, who see its usefulness, will be enabled to keep open the rink are leaving on Wednesday for a holi- this winter so that the young folks of this part of the camp may have that no coal left in the cellar ma'am." "Why Mr. Walker, of Toronto, inspector for community centre which youngsters didn't you tell me before, Mary?"

Miss Maud Dixon, of Connaught, was The Temiskaming Firemen's conven- in town last week saying "good-bye" leaving with her mother and other home at Bracebridge. Mrs. W. R. Dixon was married on August 28th to Mr. William Tingey, of Bracebridge, Rev. J. D. Parks, of North Bay, being the officiating minister. The good wishes of many friends in this part of the camp follow Mrs. Tingey and her estimable family to their new home.

Twenty-third Wedding Anniversary Observed

A friend of The Advance at Sandy

A very delightful party was held on Sept. 21st at the home of Mr. and Mrs. J. A. Cavaney, of Sandy Falls, in honour of their twenty-third wedding anniversary. Many old friends attended and Mrs. Cavaney was the happy recipient of many valuable presents of china and silverware. A splendid florat tribute was received from J. Cavaney, Jr., son of Mr. and Mrs. Cavaney, who is with the Spruce Falls Power & Paper Co. at Kapuskasing. The musical programme was provided by "Babe" Spinks, the brilliant young planist, and son of Mr. and Mrs. W. Spinks, of Timmins. Mr. J. A. Cavaney has been superintendent at the Sandy Falls plant of the Northern Ontario Power Co., Ltd., for the just six years and is wellknown throughout the North Land.

The Advance joins their hosts of friends in the district in extending congratulations and best wishes to Mr. and Mrs. Cavaney on the occasion of their twenty-third wedding anniver-

the Fire Underwriters, paid South Por- crave and that some type of hockey "Because there was some ma'am."

--- Let's Cet Up a Newspaper Ad

This is No. 5 of a series of ads depicting the branches of advertising production. In ad. No. 4 we discussed the engraving. Watch for No. 6 in an early issue.

our story must be put in WORDS

We must tell the story of "Roseanne" dresses convincingly-our copy must create a desire to own a "Roseanne" dress . . . It must appeal to women of all ages and instill in their minds the idea that a visit to the "Roseanne" Dress Shoppe will be both profitable and enjoyable. This "copy" must be concise and to the point as it will later appear in cold type.



For the benefit of The Porcupine Advance advertisers we offer the use of the Meyer Both General Newspaper Feature Service which contains scores of "copy" suggestions prepared by experienced advertising writers who thoroughly understand the manifold merchandising problems confronting the merchant. Our representative will gladly explain this service in detail.

The Porcupine Advance **Timmins** Phone 26