

Moisley & Ball Observe 10th Anniversary

School Friends Went into Business Together Here

Moisley and Ball "in Partnership" in Their College Days and Later Renew Friendship. Sketch of the Partners in Local Firm Observing Tenth Anniversary in Big Way. Both Active in Boys' Work and Community Service.

Not so many years ago, two young men sat down together in their first class at the Ontario College of Pharmacy in Toronto. One of them came from Welland, the other from Barrie. Since they seemed to be a mutually agreeable sort of pair, they agreed to take their "lab" work at the same table. As young men will, they dreamed a little while they were fussing about with chemicals, learning the important profession of how to compound drugs. They thought it would be nice to be in business together and they often talked about the "kind of store they'd run."

Then they lost track of each other for a bit. But they met again in Toronto at dinner one day. P. T. Moisley (better known as "Perce" to hundreds of Timmins people) came down from the North where he was working for J. R. Todd at South Porcupine and told F. H. V. Ball (known by no other title than "Chip") that there was a great chance in the Porcupine. "J. R." was opening a branch in Timmins. Mr. Ball wrote for a job, got one.

Once they got together in the Timmins store, there was no stopping them. Ten years ago they took over the Todd drug store here. To-day they are making arrangements to open a branch of their own in Schumacher—their first attempt at expansion out of the one store.

Both are not only good business men but are recognized as good citizens for their share in community work of many kinds. Both are young men with the best part of their lives before them.

Came From Welland District

The older of the two partners is Mr. Moisley. He is a product of the nineteenth century—just, since he was born on November 18th, 1899. Fenwick, near Welland, is his real home town for it was there he spent his boyhood days, went to public school. Smithville was the nearest high school, so he began his higher education there, completing the secondary school part of it in Welland, the city on Canada's greatest canal. He stayed within view of the ships that glide through the middle of the Niagara peninsula when he became apprenticed to George N. Collins, a druggist in Welland. As soon as he was old enough, he enlisted in the Royal Air Force. But the Great War ended before he finished training and he returned to the Collins establishment to fill out his apprenticeship term.

In 1921 he entered the Ontario College of Pharmacy; graduated in the spring of 1922 after a good year's work. The North appealed to him and he accepted a job as druggist with Todd's Drug Stores Limited in the South Porcupine branch within a few weeks of his graduation. He arrived at South Porcupine on June 4th. After a month in South End, he was transferred to the Schumacher store; within a short time he was back in South Porcupine, this time as manager. The Timmins branch (Continued on Page Two)

Big Stock Victor Globe Trotters Here

Moisley and Ball's a Popular Place for Radio Requirements.

Having a good stock of Victor Globe Trotters on hand for demonstration and a salesman in charge of the radio department has made Moisley and Ball's drug store a popular place for those who are considering buying a new machine.

Demonstrations in the home are cheerfully arranged and installation is done by a competent man.

The Victor range includes almost all price ranges from the most inexpensive of table model sets to the largest and most powerful radio manufactured in Canada. Smart modern design is a feature of the cabinet work on Victor radios.

Moisley and Ball to Open Branch at Schumacher

Same Service and Quality Given in Timmins Store to be Available to People of Schumacher. Branch to be Located in Premises formerly Hobson's Drug Store.

Moisley and Ball, ten years in business in Timmins to-day, will open their first branch store within a short time in the Mascoll building in Schumacher at the location formerly occupied by Hobson's drug store.

They will offer to the people of Schumacher the same service on which they

Beauty Parlour in Rear of Drug Store

Popular Feature of the Moisley and Ball Service to Timmins and District.

Opened just last year, the beauty parlour in connection with Moisley and Ball's drug store has already become a popular place with Timmins ladies. Under the direction of Miss Gertrude Anderson who came to Timmins from J. Nelson Day's salon in the Royal York hotel, Toronto, a substantial clientele has been built up. The "customers" are steady, for they find that their individual problems are studied carefully and each is treated with the particular kind of beauty aid suited to her.

The parlour, located at the rear of the building and entirely separated from the main store, is small, and that feature alone adds greatly to the personal touch for which it has become well known.

Tastefully decorated and furnished in the modern style with brilliant one-colour upholstery, the beauty parlour presided over by Miss Anderson has all the modern equipment necessary for hairdressing to-day. A naturelle wave machine, and a drier of a new kind by which the patron has control of the heat are just two of the machines.

Miss Anderson has had about 11 years' experience in the business and is an expert in facial treatments. She finds that Timmins ladies like the duBarry method better than most.

Assisting in the beauty parlour is Miss Agnes Robertson of Schumacher.

Ten Years in Business Here



P. T. MOISLEY,

one of the firm of Moisley & Ball. Druggists, now observing their tenth anniversary of service to the community.

When Moisley and Ball Started Here Ten Years Ago

Here's the news of ten years ago this week concerning Moisley and Ball, published in The Porcupine Advance of March 18th, 1926:

"Messrs. P. Moisley and F. H. V. Ball, both popular members of the Todd's drug store staff in Timmins, have taken over the business and are carrying on the store as partners. Both have made many friends in town by service and courtesy and they will no doubt maintain the high standard of the business. Mr. Moisley has been a popular resident of Timmins for some four years past and has been prominent in many circles, winning many friends."

INTERIOR VIEW OF MOISLEY & BALL'S DRUG STORE



This view of the interior of Moisley & Ball's Drug Store shows the Soda Fountain at the right front and the other departments and staff of the store being shown ready for business and prepared for increased trade on the occasion of the tenth anniversary of the firm.

Questions of Health Discussed at Ottawa

Major the Hon. C. G. Power Speaks of Need for Battling Cancer, Heart Disease, Tuberculosis.

"While it is true that great advances have been made in the control of communicable diseases there are other diseases which are at the present time taking too great a toll of life. I have in mind such conditions as heart disease, tuberculosis, pneumonia, influenza and cancer, particularly the latter," Major Hon. C. G. Power, M.C., Minister of Pensions and National Health, told the annual meeting of the Ottawa Social Hygiene Council recently.

Major Power complimented the council, its parent body the Health League of Canada and all active health agencies on the strides made in decreasing the mortality rate of such diseases as diphtheria and typhoid fever by educating the public to a greater use of toxoids, pasteurization and other preventive measures.

At the same time he pointed out that there was no positive prevention against cancer, tuberculosis and heart disease. Nevertheless all are curable if treated in their early stages of development. To what end the one positive means of control was the periodic health examination which assured early recognition and consequently punctual and effective treatment.

How necessary it is to check the spread of cancer is indicated by the fact that there were 10,570 known cancer deaths in the Dominion in 1934. Similarly there has been a marked increase in deaths due to heart disorders since 1926 when vital statistics for the whole of Canada were available for the first time. While tuberculosis deaths are known to be on the decline, medical authorities are of the opinion that they could have been decreased 50 per cent. last year if the measures for combating the disease had been more "uniformly and effectively" applied.

Asserting that the one and only real fear attached to cancer to-day should be the "fear of delay in its discovery," Dr. J. W. S. McCullough, formerly Chief Inspector of Health for Ontario, urges the people of this province to

give attention to its control by early treatment.

Symptoms stressed by Dr. McCullough are lumps, unhealing sores, digestive troubles, difficulty in swallowing and chronic hoarseness. It is a fact, he states, that "95 per cent. of cases of cancer occur after 35 years of age."

"Pain is not an early sign. It is a pity that it is not as severe as that of a bad toothache. If it were the disease would be discovered when it is certainly curable," he said.

On the diagnosis of any symptoms he was emphatic: "Be sure you get a decided opinion one way or another. You either have cancer or you haven't. There is nothing else to it. And if you have the sooner you know it the better."

Hereditary cancer, Dr. McCullough states, occurs only in two or three very rare forms. Age and chronic irritation are the chief causes and therefore demand the constant vigilance of the people themselves. So far as irritation is concerned it is a fact that some people are far more susceptible than others.

Activities in the formation of local branches of the Health League of Canada, formerly the Canadian Social Hygiene Council, are noticeable throughout the province. St. Catharines, according to Dr. D. V. Curry, Medical Officer of Health, has already begun organization work which will be completed in the very near future. At its recent annual meeting the Ottawa Social Hygiene Council voted the incoming executive the power to change the name of that branch to conform with the new name chosen by the parent body.

This week's health fact: For an average million persons in the United States there will occur annually between 800,000 and 900,000 cases of illness. It may be predicted that for this average million, that, though 470,000 will not be sick during a normal year, 460,000 will be sick once or twice, and 70,000 will suffer three or more illnesses. Of those who become ill 25 per cent. will be disabled for periods ranging from one week to the full year. The annual money lost in wages caused by this sickness in families with small and modest incomes will be not less than \$900,000,000 and the still larger expenses of medical cases probably are not less than \$1,500,000,000.

MODERN STYLE FRONT



Moisley & Ball's Store, Timmins, shows one of the most modern fronts in the North Land. Attracting and inviting it is a foretaste of the service and quality within.

Nyal Agency Granted to Firm of Moisley & Ball

Coincident with the Observance of the Tenth Anniversary of Local Drug Store Comes the Announcement of Appointment as Agents for Famous Line of Family Remedies and Toiletries.

Staff Nearly Five Times Size in 1926

Growth of Business of Firm Shown by Increased Staff

From a staff of two to a staff of nine in ten years is a real accomplishment in the drug store business of a town the size of Timmins. In addition to the partners of Moisley and Ball, seven others depend on the place for their livings. They are:

Henry Giannonardo who has been with the firm since 1933, serving his drug apprenticeship. This fall he'll be going down to the Ontario College of Pharmacy to complete his training. He was born in Cobalt of Italian parents and came here with them when he was two years old. He's an enthusiast in many lines of sport but specializes lately in softball.

Miss Pearl Grant, born in Nova Scotia, came to Timmins about ten years ago and is employed as bookkeeper for Moisley and Ball. In addition to keeping the figures right, she plays a good game of tennis.

Elsie Rose, in charge of the fountain, came to Timmins a couple of years ago from London and has been the cheerful overseer of her department since January of this year.

Harold Kulju, born in the United States, returned to the home of his parents in Finland and then came out to Canada. He is on part time at the Timmins High and Vocational School, studying for his matriculation before entering O.C.P.

Fred Noon handles the radio department of the store and has done very well since joining the staff in September of last year. He was born in England but you'd never know it.

The beauty parlour is under the direction of Miss Myrtle Anderson, well known in Timmins as a hairdresser. She is assisted by Miss Agnes Robertson, of Schumacher.

Photographic Needs Carefully Attended

Moisley and Ball Make Specialty of Supplying Requirements for Those with Kodaks and Cameras.

Photography in the Porcupine is an increasingly popular hobby with many people, and more and more Timmins people are demanding the newest not only in cameras but in films as well. Kodak still cameras, movie cameras, projectors, accessories and films are handled by a special department in Moisley and Ball's drug store and in the case of things stocked only in the large centres, they offer a fast delivery service.

A 24-hour developing and printing service is also offered at the store and a large number of people take advantage of the convenient method.

Special attention is being paid these days to those who like to take pictures in the home at night.

Rare Serums and Drugs Always Carried in Stock

Prescription and Drug Dept. Featured at Moisley & Ball's. Keep Fully Abreast in Newest Developments of Pharmaceuticals. Store Fully Departmentalized in Modern Style.

Ten years ago when the partners Moisley and Ball took over the Todd drug store which was at the same site as the present business is located, two of them looked after it. To-day there are nine people employed in the place.

The business has grown faster than Timmins. The main lines carried are the same but there has been a steady development throughout. Although the modern drug store has become the butt of many a joke concerning the variety of merchandise obtainable, Moisley and Ball have always considered the drug department ahead of everything else. The dispensary is one of the largest and most complete in the North. In the quality of the drugs; in the rapidity with which the newest developments in pharmaceuticals are made available; and in maintaining a high standard of filling prescriptions, the dispensary does a real service to Timmins.

Modern drug products, many of them, must have special care.

Refrigerator for Serums

Vaccines, serums, antitoxins—those marvels of the age that mean life to those who would a few decades ago have died—must be kept in a cool place. To accomplish this, Moisley and Ball have a modern electric refrigerator. Inside the spotless interior of the cool box are little packages containing expensive but sometimes vitally necessary serums for which a call may come tomorrow, either for use in Timmins or in some other part of the North, for there is possibly no place north of Toronto where such a supply of these products is available. The "stock" must be changed constantly. Each box is dated and must be returned to the manufacturer before the expiry date, to be replaced with a fresher product. Thus there are antimeningococcal serums, for the immediate treatment of meningitis; antitetanus serums for use in cases of lockjaw. There might be no call for months but when the need does arise, the serum will be there, fresh and ready for use.

Keeping up to date with developments in the medical world is no easy task these days, yet the good druggist must be ready to dispense whatever is considered best by the physician for

the cure of a particular condition. Thus in recent years have come increasingly frequent calls for ampoules of especially pure compounds; for gland extracts; for new sedatives and all manner of chemicals. Moisley and Ball have kept up to date. At the same time they have not allowed "cheap" pharmaceuticals to influence their dispensary. Only the best products of Canada, Britain, United States, France, Germany and Switzerland are to be found in the dispensary. The products that are dispensed must meet highest quality standards. Such names as Abbott Laboratories, Ayerst McKenna and Harrison, Burroughes Wellcome, British Drug Houses, Ciba, Charles E. Frosst, Oppenheimer, Parke Davis, E. R. Squibb, Henry K. Wampole, Charles R. Will, Wyeth, Upjohn, and Winthrop

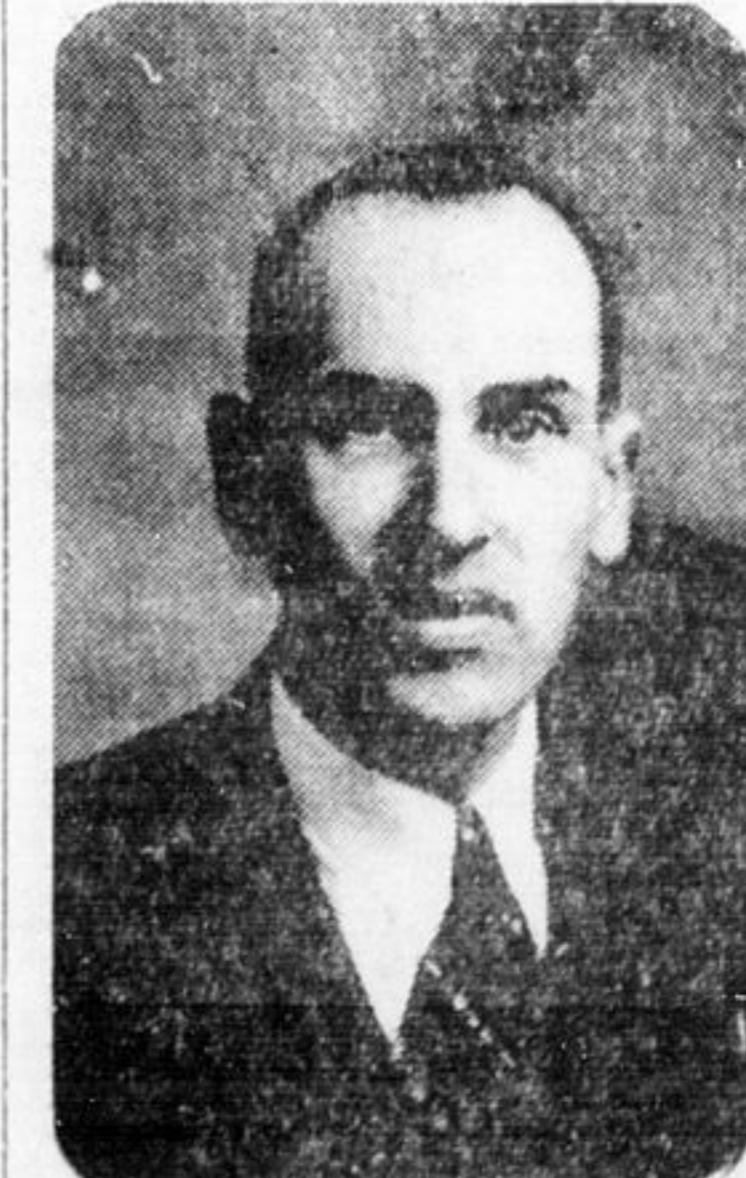
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Co-operating with Moisley and Ball, the Nyal Company has made it possible for them to celebrate their Tenth Anniversary by offering this great sale for the benefit of the people of Timmins and surrounding districts.

During this sale, you may purchase two Nyal preparations for the price of one. For example, should you wish to purchase a cough remedy, you may buy two regular 25-cent bottles of Nyal Pinol for a quarter. Or you may buy one 25-cent bottle of Pinol and a 25-cent box of Laxacod tablets for your quarter. Again, if you need a tonic, you can purchase two large bottles of Nyal Tasty Extract of Cod Liver Oil, which are regularly sold at a dollar each, and get them both for one dollar. There are many others.

This great Two-for-One Sale is the Nyal plan of advertising. The Nyal Company feels that its products are so good that once you try them, you will want more. In this Moisley and Ball heartily concur, and extend to you a cordial invitation to visit their store during this great sale.

Ten Years in Business Here



F. H. V. BALL,

one of the firm of Moisley & Ball. Druggists, now observing their tenth anniversary of service to the community.

It is fitting that the Tenth Anniversary of Moisley and Ball, local pharmacists, should be celebrated by the announcement of their appointment as Nyal agents for Timmins.

This reliable series of family medicines and toiletries is manufactured at Windsor, Ont., where the Nyal Company Limited operates large pharmaceutical laboratories. Founded in 1855, this great business has grown to world-wide proportions. Nyal products are sold in almost every civilized country on the globe, and are known far and wide for their reliability.

Many Remedies

Nyal remedies are not intended to supplant the physician. In serious illness, it is always best to secure medical advice. But for the relief of minor troubles, the public is assured of reliable medicines.

Each Nyal remedy is prepared for a particular purpose—for the relief of a common ailment—and does the work well.

Nyal medicines are not secret nostrums. Each carton or label bears a list of the ingredients so that consumers may know what they are taking. Only drugs of proven merit are used in the preparation of Nyal products.

Scientific Supervision

Nyal preparations are manufactured under the constant supervision of skilled pharmacists and chemists. Each and every ingredient is carefully tested before it enters into the preparation and finished products are thoroughly checked to see that they measure up to the Nyal standard of excellence.

The manufacture of Nyal products is carried on in laboratories famed for their sanitary cleanliness. The utmost care is exercised in every step of the process. Only new and thoroughly sterilized bottles are used.

Unique History

Starting in a small way some 80 years ago, the founder of the Nyal company lived to see his business grow to great proportions. His ideals have been retained. That Nyal products should be the best that science and skill could produce, that there should be nothing secret about them, and that they should give the purchaser full value for his money, was the policy laid down by the founder. That policy has never been changed.

Quality has always been the predominant factor. Satisfied users have spread the fame of Nyal products until they have found a place in almost every household. Besides being true of Canada, this is also true of Great Britain, United States and Australia where laboratories are maintained. Nyal products are shipped from these great manufacturing plants to the far corners of the earth.

Fine Toiletries

Not only does the Nyal Company excel in the preparation of medicinals, but it has spent years in the perfection of fine toiletries. Beauty preparations, face powders, creams and cosmetics of all kinds are supplied for Milady's comfort.

Here, again, the utmost care is exercised to furnish the best. Only the purest ingredients are used and there are sizes and styles to suit every type of buyer. All are handsomely packaged.

And the men have not been neglected. Shaving creams, shaving lotions, hair dressings and a host of other special preparations for men are included in the Nyal line. Gentlemen will find pleasure and satisfaction in using these items which mean so much to their appearance and comfort.

Nyal "2 for 1" Sale

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North Bay Nugget:—Occupants of New York penthouses once considered themselves a bit above the ground floor tenants. But now the elevator strike has sort of switched things around.