

The Porcupine Advance

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Timmins, Ont., Monday, January 4th, 1937

THE MIRROR OF LIFE

It happened last year! Just before the year closed The Advance received a letter from Toronto signed, "A Group of Active Christians," and suggesting that all newspapers were in a bad way and unless something was done about it, there would be regrettable results. No doubt other newspapers received the same letter, because it was undoubtedly a form letter and given more or less wide mailing. It is interesting to speculate on the reception that would be given to the letter in newspaper offices in general. It must be admitted with some regret that in most offices it would receive only a cursory examination—and no pun is intended, though it may seem to be there. So many letters are received by the ordinary newspaper giving instructions as to the proper contents of a newspaper, that hardened newspapermen find little time to read or heed such letters. In addition to this it is seldom that this type of letter is free from the suspicion of self-interest. Frequently, the writer who objects to too much sport, or crime news, or war news, appearing in the newspaper, raises the question of his own lack of disinterestedness by his insistence that the space should be devoted to this or that cause in which he has a pecuniary interest. The average newspaper editor is anxious to carefully peruse every letter that arrives—hoping thus to keep in touch with his readers and the public—but there are so many rackets of one kind or another, so many bids for free publicity, so many apparent axe-grinders looking for free motive power that the form letter seldom can expect much notice, even though it be headed like the one in question, "Of Vital Importance."

There are many editorial offices that force the time even for peculiar letters of this sort. It is easy to imagine the editor of The Northern News, for instance, or The Northern Tribune man, wading through this letter. What the gentlemen would likely say about the authors of the letter and their colossal nerve would not be appropriate for a family journal to publish. It is easy also to picture The Ottawa Journal carefully reviewing the letter, and finding much to amuse in its unconscious humour.

The letter commences with the theory that newspapers mould public opinion and so may turn the people to any way of thinking—to any type of reading. Such a theory may appeal to many crusaders, but its truth is circumscribed to great extent indeed. When Hugh Clark, one of Ontario's most gifted editors, was asked one time in Toronto, if he were still "moulding public opinion in Kincardine," his reply was reputed to be: "No! Public opinion was mouldy there long before I went there!" Men like Hugh Clark may be able to freshen things up a bit, but that's about all. It is true that most newspapers seek to maintain the highest standards—at least to uphold the best rather than the worst in humanity—emphasize the constructive and the pleasant, rather than the destructive and the evil—but after all the newspaper in its news pages is more or less a mirror of life, and sunshine and shadow, good and evil, destruction as well as construction, discord as well as music, must figure in the motion picture of life from day to day. Once when a reader condemned all newspapers in speaking to a famous editor the reply was: "The newspaper holds the mirror up to life. If you don't like your picture, don't break the mirror, but see if you can't fix that face of yours." The newspaper that does not distort the facts by concave or convex mirror has little for which to apologize, no matter what any "Group of Active Christians" may suggest.

Probably the first humorous touch that would strike The Ottawa Journal in considering the letter in question, would be the heading, "Toronto," taken in conjunction with the signature. If there is a "Group of Active Christians" in Toronto, they would appear to have a wide field for work in their own city without attempting to reform all newspaperdom at one fell swoop.

Before going any further it might be well to state just what the letter suggests:—"that you devote the front page of your paper to the publication of regular daily quotations from the four Gospels, and to outstanding religious news," the review of certain books being specially suggested. The letter makes the statement that "the unquestionable majority of the public in our country is religiously inclined." This will be news to most editors, though most of them will be tempted to credit it to Ripley. Most newspapers give considerable space to church news and items that have their religious side, but few find these features in very great demand until they have been popularized by publication and prominence.

The letter from Toronto claims that the newspapers of to-day feature only the destructive side of life, to the exclusion of the constructive and spiritual sides. In one form or another this is a popular opinion. A careful perusal of any of the leading newspapers of Ontario, however, will show that the idea is far from the facts of the case in

this province. There is not a worthy cause, not a crusade, but the newspapers give it emphasis and prominence. It often happens that evil seems more interesting than good, but the better class of newspapers—and Ontario is full of them—seek to offset this tendency and to emphasize the better things of life so far as may be done without breaking the mirror or turning the picture into a travesty of life. There are newspapers that need adjustment of their attitude toward life and the public—newspapers that seem to believe that only the mean, the evil, the defamatory appeals to their readers. But the newspapers of Ontario and of Canada as a whole are earnestly seeking to stress the constructive, the beautiful, the inspiring, and there seems little justice and less hope of any beneficial success for a "Group of Active Christians" (from Toronto of all places) seeking to suggest that newspapers in general are not doing their duty, so far as the limitations of the case will permit.

ANOTHER LETTER

In one editorial in this issue, The Advance has something to say about a letter received at this office. There was another letter noted in the newspapers last week that seems to deserve more than passing notice. This other letter was written by A. J. Denne, of the advertising agency bearing his name. Mr. Denne refers to the form taken by the recent Christmas celebration in Toronto—two deaths, a number in hospital, injury, loss, damage, misery—all attributed to the effects of automobile owners driving while under the influence of liquor. Mr. Denne refers to growing public indignation at the slaughter of innocent people through the evil mixing of liquor and car driving. He fears that unless there is a change, the public eventually will take the law into their own hands and seek the rough justice such as the old-time Western settlers displayed against the horse thief and the white people of the Southern States showed to the Negro rapists.

Then Mr. Denne refers to the desire of the brewing and distilling interests and other concerned with the manufacture and sale of intoxicants to have the ban removed against advertising of liquors in Ontario. He contrasts the advertising thus sought with the free publicity given to the Christmas celebration in Toronto with its deaths, injuries and sorrow. From this contrast he suggests a lesson. "We respectfully suggest that an educational campaign be conducted by the liquor interests to make drinkers conscious of the fact that Liquor and Gasoline do not mix," says Mr. Denne. He rightly believes that a series of messages to the public could be prepared that would arouse such antagonism against the drunken driver that "even when consciousness had departed, there would still remain in him an instinct to let a sober person drive him home."

Mr. Denne's open letter is addressed to those interested in the manufacture, sale and promotion of intoxicating beverages, including the brewers, distillers, liquor control boards and active moderationists. All these would do well to read closely the message and heed carefully. It is no fair answer to suggest that they would be advertising against their own interests. Advertising the right use of liquor—advertising to prevent the shameful abuse of liquor—would be the most beneficial advertising the liquor interests could possibly do. It would be in the public interests. It would have a wide field for possible good. Indeed, this may be said as a matter of fact, that unless there is effort made to curb the abuses of liquor drinking, the temper of the world to-day is such that the whole thing will be swept away. Largely through advertising, there has grown up a strong feeling of the right of all to the liberty of having a drink if they care to do so. The only danger to this personal liberty lies in its abuse to the injury of the public. The public feeling goes further than the demand that the laws of the day be observed. It is true that there is a stronger demand than generally recognized along this line. Those who are defying the law are prejudicing all the liberty that has grown up in reference to liquor. But in addition to this there is a growing feeling that no business can take a toll of life and damage without fair reason or excuse. Mr. Denne has not attacked the liquor interests, but he has suggested a possible plan whereby they may retain their businesses and at the same time protect the public interests and safety.

GRAVEL AND SAND—AND PLACER

Well, if it isn't too late—a Happy New Year to All. And if it isn't too early—a Merry Christmas.

The Chronicled News Bits in The Huntingdon Gleaner last week told of a native boy who applied to a newspaper office in Queenstown, Cape Province, South Africa, for a position. He had a remarkable pair of jaws—three rows of teeth on the lower jaw and two on the upper jaw. What an ideal lad for a newspaper office. That boy surely could "make news." If he bit a dog, that would be a sensational item surely, especially for the dog.

Of the Christmas cards that came to The Advance office during the recent Christmas time, all were appreciated and most were prized for their attractiveness and the thought that impelled them. But there were two that for originality and interest secured special notice. One of these was from Dan Worden, editor of The Northern News, carrying a message from that editor and his



"Glasses are a blessing to me...."

"For some years now, I have spent most of my time doing fancy-work and reading. A few months ago my eyes bothered me so much I had to give up my pleasures. How discontented I became, how irritable!"
 "My daughter suggested that I see Mr. Curtis. How glad I am that I took her advice! Now with my new glasses, I read and work for hours at a time and have no trouble whatever."
 Improved Sight Costs Less at the

CURTIS OPTICAL COMPANY
 14 Pine St. N. Phone 835

LOCALS

Carl Benner was a Cobalt visitor last week.

Peter Roberts spent the holidays at Matachewan.

Lionel Proulx was a recent visitor to his home at Latchford.

H. Berube was a holiday visitor to Rouyn.

Miss Molly Reid, of Kirkland Lake, is visiting Mr. and Mrs. A. G. Ellies.

Miss Lena Lavois visited at her home in Cache Bay during the holidays.

R. Levesque was a visitor to Callendar last week.

Mr. and Mrs. A. Nicolson were recent visitors to New Liskeard.

T. Marriot returned last week after a holiday visit to New Liskeard.

Born—to Mr. and Mrs. William J. Lampkin, Schumacher, at 154 Elm street north, on January 2nd—a son.

Miss L. Henry and Miss F. Kideckel were among the visitors to Kirkland Lake during the holiday season.

Mr. and Mrs. Ralph Mackenzie, of Toronto, were Timmins visitors last week.

Fred Callery and Jack Quinn, of the McIntyre, returned yesterday from a two weeks' visit in the South.

Mr. and Mrs. Harold Cybolski were visitors to Cobalt during the holiday time.

Born—to Mr. and Mrs. Simon Le-France, 38 Mountjoy street, on December 31st—a daughter.

Miss Bronie Stevens, of Cobalt, was the guest last week of her aunts, Mrs. W. H. Banks and Mrs. J. O. Robinson.

Miss Olga Shaw, nurse-in-training at St. Mary's, was a holiday visitor to her home at Cobalt.

Born—to Mr. and Mrs. Charles T. Campbell, 59 Columbus avenue, on December 29th—a son.

N. R. Arthur, of The Advance staff, returned yesterday from his home at Collingwood, where he spent the holiday season.

Born—to Mr. and Mrs. George Lefebvre, 98 Wilson avenue, on December 27th, at St. Mary's hospital—a daughter.

A local note in The Pembroke Standard-Observer last week told of A. P. Kenning, now of Toronto, and formerly member in the Ontario Legislature for this riding, spending Christmas the guest of his sister, Miss Hazel Kenning, Pembroke. His hosts of friends in town and district will be pleased to learn that Fred has recently recovered his health and is now practically as well and strong as ever.

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WANT Ads

FOR RENT

FOR RENT—Four-room apartment with all conveniences. Apply at 62 Columbus Ave., Timmins. 98-99-1-2p

FOR RENT—Newly-finished 5-roomed apartment, hot water heated. No children preferred. Apply 44 Toke Street. -1

FOR RENT—Two front rooms. Comfortable and heated. Suitable for office or living purposes. Over Metropolitan Store. Apply to Sky's Specialty Shoppe. -1-2

HELP WANTED

MEN WANTED—To train for positions in Diesel Engineering. Must be mechanically inclined, fair education and furnish good references. Give residence address. Apply Box C. J., Porcupine Advance. 88-89f

REPORTER to send news of new buildings, fires, new businesses and business removals. Stationery and postage supplied. Interesting work for spare time. Write now for particulars. MacLean Building Reports, Ltd. 345 Adelaide St. W., Toronto, Ont. -1

Suggestions for Preventing Car Accidents in Porcupine

South Porcupine, Jan. 2, 1937
 To the Editor of The Advance, Timmins.

Dear Sir:—One way to prevent car accidents and likely some killings during 1937 would be to not allow cars to be parked right up close to the crossings. They should be at least 50 feet away from the crossings so that they will not obstruct the views of approaching cars. I have noticed several persons and children step out or go to cross the street who were nearly struck by an approaching car. It is a very easy thing to park cars a short distance from the crossings and thus lessen the danger. Several people have been hurt, and some killed, as a result of cars obstructing the view.

Yours truly,
 "Safety First With Cars, and Safety First With Fire."

Another Real Old-Timer of the North Passes On

South Porcupine, Ont., Dec. 31st '36
 To the Editor of The Advance, Timmins.

Dear Sir:—Another real old-timer of this part of the North has passed away. This time it is Charles Richardson, M.E., who died in Winnipeg. Mr. Richardson was in the Lightning River and Abitibi area during 1906. In 1907 Harry Preston and others who were on a prospecting trip came to a large log cabin near Ghost River, and there was a fireplace in the cabin. On one of the bunks in the cabin there was a book on mining, this book having on the inside of the cover, the name and address of Mr. Richardson, "Chas. Richardson, St. Catharines, Ont." Two years later, Mr. Richardson came to the Dome Mine with other engineers and was introduced to me. I drew his attention to the book we found in the Abitibi shack.

Yours truly,
 H. A. Preston.

Mrs. T. J. Lawlor returned to Timmins yesterday after having been called to Sudbury just after Christmas to attend the funeral of her sister, Mrs. Peter Charron.

Archie Della Vedova returned last week to Garson, near Sudbury, after spending a few days visiting friends and relatives in Timmins.

His many friends in the camp will be pleased to know that P. M. Bardessono, who has been quite ill at his home here during the past ten or twelve days, is now well on the way to recovery, and is expected to be able to be out and around again in a day or two.

Many friends in town and district will extend sincere sympathy to Roy Upton, formerly of Timmins, but now of Kirkland Lake, in the death of his mother, Mrs. M. Upton, who passed away at New Liskeard, where she had been an esteemed resident for thirty years. Another son, Russell, also lives at Kirkland, while a daughter, Mrs. W. H. Lowry, also survives, being resident at New Liskeard.

Cleveland Plain Dealer:—That cow which won first prize in the Tulsa (Okla.) beauty contest did not wear a bathing suit, nor did she have her hoofs painted crimson and her lips and cheeks smeared red.

MISCELLANEOUS

CHILDREN FOR ADOPTION—Good homes desired for children, boys and girls, Catholic and Protestant, ages 4 to 14 years. Any home desiring to adopt a youngster should have their clergyman write A. G. Carson, Supt. Children's Aid, Timmins, Ont. 44f

REWARD

Reward offered for information concerning the person who turned in a false fire alarm at about 1.30 a.m. New Year's morning in South Porcupine. -1.
 Max Smith, Fire Chief.

ARTICLES FOR SALE

FOR SALE—Sewing machine. A1 condition. Apply 2 Cherry Street. -1p

ARTICLES FOR SALE—Must be sold to-day—Chest, Wardrobe, Folding Clothes Press, Hot Plate, Dishes, Clothing, Furs, Kitchen Utensils, Rugs, Flowers, Walnut Stand, etc. From 4 to 9 p.m., 169 Elm South, Front. -1p

WANTED

WANTED—Experienced stenographer and bookkeeper, with motor car agency experience preferred. Apply Box D. M., care of The Porcupine Advance. -1

Open Christmas Party at Kirkland for Strangers

One special Christmas party at Kirkland Lake was so particularly in keeping with the spirit of the season that it deserves at least a passing mention. About 35 unemployed men, strangers in the town, were entertained by Rev. J. E. Graham and Mrs. Graham. Games, songs, music, a sleight-of-hand exhibition, and heaps of refreshments made it a great night for the unemployed men, all of whom were strangers to Kirkland Lake. In regard to the "eats," it may be noted that some of these were sent in by friends of Rev. Mr. and Mrs. Graham who knew about the plan, and there was so much of the finest sort of food that not only was there enough for all at the party, but in addition each man had a lunch box full of happy fare to take away with him. Not only did all the 35 have a happy time (after being braced up for the worst Christmas they had ever known, being away from home and without friends or prospects), but also they left the happy party with renewed strength and courage to face the battle of life. It is a safe bet to wager that Rev. and Mrs. Graham got as big a "kick" out of the party as the men did—and that was plenty—so it may be termed a real happy Christmas party.

A. E. Phipps President of Imperial Bank of Canada

At a regular weekly meeting of Imperial Bank of Canada board of directors to-day, Mr. Frank A. Rolph resigned as president, and was elected chairman of the board. Mr. A. E. Phipps, the general manager, became president to succeed Mr. Rolph and will continue also the office of general manager.

Mr. Rolph went on the board of the Bank in 1919, and has been president since the death of the late Mr. Peleg Howland in 1930. Born in Toronto, Mr. Rolph grew up in the lithographing business. President of Rolph Clark Stone Limited he has held many other offices including chairman, Canadian Manufacturers' Association; president, Board of Trade; president, Royal Canadian Golf Association; and chairman of Canadian War Mission at Washington in 1918.

WINTER TERM

begins at
Timmins Business College
MONDAY, JANUARY 4th, 1937

Arrangements for enrollment should be made now. Take advantage of this opportunity to be a student of the Timmins Business College. Join the ranks of its successful graduates—it pays.

Call at our office in the Hamilton Block. We have helped hundreds—we can help you.

ELLEN M. TERRY, Principal

North Bay Nugget:—Highly interesting to Northern Ontario is the announcement by E. W. McBride, statistician of the Abitibi Power and Paper Company, of experimentation in the use of jackpine in the manufacture of newsprint, the main product of paper mills which form a big part of Northern Ontario industry. Realizing the possibility of spruce, the main raw material of the present day, being cut out eventually, paper firms are reaching out for a wood that will ensure permanence in their operations. There have been warnings of the end of spruce being in sight, but then the standing timber of the present is so great in quantity that the average person cannot see any reason for alarm.

each other a happy new year, how many stop to consider that it is the people—all the people—who make the new year prosperous and pleasant.

Robert Rowe won the mayoralty election in North Bay by a large majority. These Rowe fellows seem to be winners in the matter of elections—at least in places like North Bay and Hastings.

This is the year in which Timmins celebrates its twenty-fifth anniversary.

"It's a funny thing," said a boy on Sunday, "that only last week it was last year." Yes, and the sad part is that school starts again this week.

wife and little daughter. The card said:—It's still news! And it's still true! There is a Santa Claus! Take it from me, from Jennie, and daughter, Diane." The other Christmas card referred to was from Harold Oben, formerly advertising manager for S. Bucovetsky & Co., and now at Sault Ste. Marie. It pictured a couple of bottles in a pail of ice. "Here's a Couple of Old Ones" were the words on the cover. Inside the card, it was found that the bottles held the messages, "Merry Christmas" and "Happy New Year."

The new year is making auspicious commencement, there being a general feeling that times are better and the best is yet to come. As people wish