

Retail Merchants to Help Board of Trade

(Continued from Page One)
 (P. H. Laporte), J. P. Lynch was appointed chairman of this committee and W. H. Burnes secretary.
 Councillor P. H. Laporte presided at the banquet Monday evening and after the gathering had thoroughly enjoyed the excellent full course dinner well served by the Empire hotel staff, the chairman opened the second part of the meeting with a few introductory remarks in regard to the Porcupine Credit Corporation and its work. He then called on Mayor J. P. Bartleman.
 The mayor referred to the importance of the Town of Timmins, claiming that in business, industry, wealth and culture, it was far in advance. He said that he had felt the need, however, for some organized body with whom he and the council could consult in municipal and other matters.

He said that he had particularly felt such a need in the matter of town lighting last year. He suggested that the council would appreciate advice from such a body as a retail merchants' association. He urged the formation of such a body to help all in the community. In concluding his address the mayor asked for the co-operation of all in the matter of the Coronation celebration on May 12th under the direction of the Legion and a committee, and also in the celebration in the week of June 28th of the silver jubilee of Timmins; this latter event being sponsored by the Lions Club. He asked the help of all business men and said the council would do all possible to assist. Chairman Laporte using the illustration of water in a glass said that no more could be taken out than was put in, and it was the same with the Porcupine Credit Association. He urged the members to make fullest use of the credit service. The association was doing its best to educate the consumer to pay promptly. In this respect he

asked for opinions on the radio advertising along its present lines of educational effort in credit matters.
 J. P. Lynch spoke of the notable work being done by Messrs. Laporte and Lalonde and the others on the staff of the Credit Bureau. He believed it was very valuable work and that all business men should give it the very heartiest support. He felt that this was a case where all the merchants had received more than they had put in.
 After a few words of commendation for the Credit Bureau, D. Laprairie said that there was one criticism of the radio advertising that he had to make—it was too mild. He thought the deadbeats should be told the truth in stronger language. When the words were too mild, the deadbeats thought they were getting away with it. He gave graphic illustrations of how credit was improperly secured and said that it was only by the greatest care and co-operation that certain forms of fraud could be avoided.

Leo P. Lalonde, in charge of the collection department of the Porcupine Credit Bureau, gave a very effective address on credit and the work of the bureau. He made an appeal to all for co-operation for the common good. Credit, he said, could be a blessing or a curse. It was to the interests of the debtor, no less than the creditor, to keep the matter on a fair and legitimate level. If the merchants failed to make use of the bureau, as they sometimes did, the bureau could not help them. Some called the bureau every time they were asked for credit. That made the bureau's work effective. He told of one man who had left town with accounts due and so far as the merchants knew the man had gone, and so had his accounts. But the bureau had patiently traced him from one place to another, finally locating him in California where he paid what he owed. The Credit Association had opened a branch in Sudbury to facilitate proper credit ratings and collections. During his address he compared credit to a

river. Confined to its own boundaries with solid high banks it was a force for good, useful for transportation, a means for creating power and helping industries and business. But when it overflowed its banks in flood nothing but disaster and damage could be expected. He outlined the methods of the bureau for holding credit to its proper and helpful place and showed that with the co-operation of all this could be done. He asked each merchant for the sake of a better credit bureau service to send in his list to-morrow. "If there is anything that you think will improve the service, just say so," he concluded.
 S. Bucovetsky endorsed the work of the Porcupine Credit Association. He believed it had given backbone to every merchant in town in the matter of credit. Mr. Bucovetsky thought that in these days of organization it was well for the retail merchants to work together and he thought that every merchant and every other man in town should take an interest in Board of Trade work.
 E. L. Urquhart thought co-operation a good thing and that it was well to have an association of merchants.
 G. A. Macdonald, one of the executive of the Board of Trade, said that much good work had been done by that body and the services of the president W. O. Langdon, had been particularly valuable and devoted. Although it seemed difficult, with so many other calls upon the time of the business and professional men, and so many organizations, to get very large attendance at meetings called, still there had been no question in the interests of the town that had not received prompt attention and action by the Board of Trade. The board had always welcomed merchants, workers, everybody interested in the town. He suggested a joint meeting of the merchants' association and the Board of Trade, with the idea of all getting in behind the Board of Trade to work for the betterment of the town. The extent of the work of the Board of Trade was only limited by the extent and interest of its members.
 W. Rinn, another member of the Board of Trade executive, said that all merchants should get behind the Board of Trade. He endorsed the idea of a previous speaker for a joint meeting to increase the membership of the Board of Trade.
 C. A. Remus, W. H. Burnes and others followed along similar lines to that of Mr. Rinn.
 H. C. Scarth congratulated the Credit Bureau on the splendid work they were doing. "If it wasn't for Messrs. Laporte and Lalonde," he said, "I'm afraid some of you merchants would be going broke."
 D. Laprairie thought a retail merchants' association a pressing need, but he would have it affiliated with the Board of Trade. If all trades and businesses would unite in an organization they could go to the council and force demands in regard to several needs of the town, he thought.
 B. Sky told of the Business Men's Association that had been formed before, but it hadn't gotten anywhere. He divided people into workers, helpers and those who sit on the fence. The Business Men's Association had been handicapped from the start because too many thought of it simply as a means to serve some special need of their own. What was needed was something for the community. Mr. Sky urged all to get behind the Lions Club in making the jubilee celebration the greatest event ever held in the North.
 F. Feldman thought the Board of Trade should call a meeting and make the other moves to get the merchants interested and active in the Board of Trade.
 S. Bucovetsky thought it would be a good idea to take the names of all at the meeting wishing to join the Board of Trade. These names could be given the president of the Board of Trade who could call a meeting giving notice to all on the list.
 This idea found favour, but before it could be adopted, there was further discussion. In the meantime there had been more than one resolution proposed. A resolution by W. C. Wingrove expressing appreciation for the work of the Board of Trade and suggesting the extension of the membership to increase the scope of the work seemed to be favourably received but again discussion sidetracked it.
 A. J. Shrage explained the reception given to overtures last year from the Business Men's Association. He feared that if the meeting simply passed a resolution in the matter nothing further would be accomplished than last year.
 D. Laprairie suggested that the Board of Trade had been defunct for five years, and his opinion was that under the Dominion statutes a lawyer could not be president of such a body.
 J. P. Lynch said that the merchants were not behind the present Board of Trade. He had seen a similar situation in another city and he referred to the plans used to remedy the matter. He proposed a committee of four to interview the president of the Board of Trade to get action. Mr. Lynch's proposal was finally adopted with some additions and an increase in the number on the committee.
 In reply to the suggestion that the executive of the Board of Trade had failed to respond to the invitation to the banquet, G. A. Macdonald pointed out that the only three members of the executive who were in town and able to come were present. He thought it would be regrettable, indeed, if it will were fostered between the retail merchants and the Board of Trade, when all should be working together for the common good.
 T. R. Roberts, of the Taylor Hardware, gave an outline of the Home Improvement Plan, showing how it would benefit the individual and the town. He said that about 60 per cent. of the unemployed were directly interested in the building and supplies trades and the H.I.P. would do much to remedy

Beatty

BROS LIMITED

WASHER SALE

GOING

Only 2 days left in our great annual Clearance Sale of washing machines. Never again will we have such bargains—prices of raw materials are going up, and finished goods must soon follow.

PAY WHAT YOU CAN DOWN — EASY TERMS

\$19.50 \$29.00 \$29.50 \$29.50 \$49.50

\$1.00 PER WEEK PAYS FOR THEM

\$29.50 \$39.50 \$39.00 \$49.00 \$49.00

TRADE BACK ALLOWANCE AS MUCH AS YOU PAID
 (If washer is traded back in 6 months)

\$49.00 \$65.00 \$89.50 \$59.50 \$99.50

DON'T MISS THIS INTERESTING SALE

BEATTY WASHER STORE

33 1/2 THIRD AVENUE TELEPHONE 391
 TIMMINS

EATON'S MAKES SAVING

A Pleasure With THESE VALUES

Pineapple CRAWFORD'S SLICED 16 oz. flat tin **9c**

Limit 3 tins to a Customer with Another Purchase

Grapefruit JUICE 18 OZ. TIN **11c**

Limit 3 tins to a Customer with Another Purchase

Table Salt PLAIN OR IODIZED 2 lb. carton **2 for 11c**

Shortening JEWEL BRAND 1 lb. print **14c**
 4 lb. print **53c**

MEAT Specials

On Sale Friday—Saturday

CHOICE QUALITY BEEF

Chuck Roast - 13c per lb.
 Blade Roast - 15c per lb.
 Sirloin Roast - 27c per lb.

Wing or Porterhouse Roast - - - lb. 29c

CHOICE FRESH VEAL

SHOULDERlb. 13c
 LOIN, flank off...lb. 25c
 LEG ROASTlb. 22c
 STEWING VEAL lb. 7c

Mealed Cottage Rolls - - - lb. 21c
 Eaton PORK Sausage - - lb. 21c
 Frozen PORK Tenderloin lb. 29c
 Mealed Back—by the piece Bacon - - - lb. 29c
 Smoked Wieners - - lb. 19c

REAL VALUE

That You Can Test by Comparison
 Don't take our word for it—test these fine blends yourself, you'll find they have more than ordinary good flavour and strength for such a low price.

Palawan TEA
 1/2 lb. pkg. **28c**

Palawan COFFEE
 1/2 lb. pkg. **17c**

MORE EXCELLENT VALUES FOR YOU

Kellogg's ALL BRAN per pkg. **19c**
 Hereford Corned Beef 2 12 oz. tins **25c**
 American Beauty Shrimps 5 5 oz. tin **20c**
 Artificial Vanilla 1 1/2 oz. bot. 8 oz. **15c**
 Honey Flaked Wheat 5 lb. bag **27c**
 Candy Butter Drops 1/2 lb. bag **10c**

—MAPLE LEAF BRAND HOUSEHOLD

EDDY'S MATCHES 3 Large Boxes 25c

A SAVING SALE OF

PURITY ALL PURPOSE FLOUR
 7 lb. bag **39c**
 24 lb. bag **1.15**

Blue Ribbon Coffee
 1/2 lb. tin **24c**
 1 lb. tin **41c**

HAWES' FAMOUS FLOOR WAX
 1/2 lb. tin **23c**
 1 lb. tin **44c**

KRAFT MIRACLE WHIP Salad DRESSING
 8 oz. jar **21c**

Chipso Luxuriant Suds for tub, washer or Dishpan large pkg. **23c**

THIRD AVENUE TIMMINS
 Delivery Without Extra Charge Phone 901

FOR DEPENDABILITY

MAGIC BAKING POWDER
 1 lb. tin **28c**
 1/2 lb. tin **19c**

FOR CLEANING, BLEACHING AND DISINFECTING

SUNBRITE JAVEL WATER large bottle **9c**

A TASTY CAKE FEATURE

Venetian Nut Fresh **LAYER ea. 23c**

CROTHER'S MEADOW Cream Sodas, 2 lb bag **25c**
 CROTHER'S ARROWROOT Biscuits, lb. **23c**

Fruits & Vegetables
 Choice Seedless Grapefruit - - **25c**
 Large Head Lettuce - - ea. **10c**
 Large Oranges - doz. **55c**
 New Bunch Carrots - 2 for **15c**

Borden's EAGLE BRAND Sweetened Condensed Milk

Molly Magic says Eagle Brand is the secret of her short-cut recipes.

21c

AYLMER Infant Foods

The formulae for AYLMEYER INFANT FOODS have been approved and accepted in every detail by the CANADIAN MEDICAL PROFESSION

2/19c

Blue Ribbon COCOA

1 lb. tin **19c**

THE SOAP OF THE MOVIE STARS

LUX Toilet SOAP 2 cakes **13c**

TIME TO START PLANTING EATON'S Tested

SEEDS 3 pkgs 14c

EATON GROCETERIA

unemployment and revive business. To the house-owner it would be equally valuable, allowing him to repair, extend and beautify his home. To the town it would also be a great advantage from all angles.
 In concluding the evening's programme Councillor Laporte urged a hundred per cent. co-operation in the work of the Credit Bureau. He also pressed the thought of co-operation between all citizens and better understanding all round. He suggested the interdependence of all, referring to talk of a strike and pointing out how vitally the merchants were interested in any difficulty of that kind. He concluded with the hope that all would work together for fairness and benefit to all.
 The gathering closed with the singing of the National Anthem.

Swing Music Wins "Battle of Music"

Interesting Contest Last Night at Riverside Pavilion.

The Riverside pavilion was the battleground last night for the most peaceful battle of modern times when Andy Cangiano's swing band won out over Al Pierini's orchestra in the rhythmic "Battle of Music."
 Al's sweet interpretation of waltz music won him a large following in the earlier part of the evening which evidently gave way before the swing tunes of Cangiano's boys and the applause swung definitely to Andy in the latter part of the contest.
 A marked contrast was evident in the gliding, dreamy waltz, under the beautiful lighting arrangements which consist of multi-coloured slides passing in front of powerful bulbs and lending a delightful atmosphere to the whole scene, and in the quickened tempo of the foxtrot.
 Cangiano played what proved to be the last dance of the evening when the crowd refused to leave the floor and insisted repeatedly on encores. As the bands had been playing alternately, and it was Al Pierini's turn to play, he swung into action and both bands were playing at the same time, one a waltz and the other a fox-trot. When both bands left the bandstands and staged a processionary march around the floor followed by their respective supporters.

Mr. Wilson stated to The Advance that he had judged the applause on the whole evening about even with Pierini having a slight edge and he announced that the voting had gone to Cangiano, so to Andy went the contest and a contract for the summer.
 Cangiano will start playing regularly on Saturday nights now and will commence to play on Wednesday nights as well, about the first of May. Pierini may play on any other night he wishes.
 The voting which gave Cangiano the decision was done on four nights. Pierini had the majority on the first night, March 6th, topping Cangiano with one vote but on the next three nights, Cangiano came back to win by the comfortable margin of twenty-seven votes, twenty votes, and thirty-one votes on March 13, 20 and 27, respectively giving him a total majority of seventy-seven.

BUTTON, BUTTON! WHO'S GOT THE BUTTON OF THE BURGLAR

Huntsville Forester—A vest button dropped by a Montreal burglar was instrumental in sending three ex-convicts back to the pen. In this game of "button, button, who's got the button?" the police were easy winners.

YES, THIS FOOD ENDS YOUR CONSTIPATION

Look out for those half-sick days, when you feel listless, headachy, out-of-sorts. Your trouble may be constipation. The real cause of common constipation is too little "bulk" in meals. Your system misses its regular exercise.
 Get this needed "bulk" in a delicious cereal: Kellogg's ALL-BRAN. Within the body, its "bulk" absorbs moisture, forms a soft mass, gently sponges out the system.
 Why keep on feeling bad when you can feel good? Millions of people use ALL-BRAN. Tests prove it's safe and effective. ALL-BRAN is guaranteed. Try it a week. If not satisfactory, your money will be refunded by the Kellogg Company.
 Two tablespoons daily are usually sufficient. Serve as a cereal, with milk or cream, or cook into recipes. Remember, ALL-BRAN also supplies vitamin B and iron.
 Certainly you'd rather eat a food than take pills and drugs. Buy ALL-BRAN at your grocer's. Made by Kellogg in London.