

The Porcupine Advance

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HOME IMPROVEMENT PLAN

This issue of The Advance includes a section of 32 pages dealing particularly with the Dominion Government's Home Improvement Plan. The section comprises the largest effort of its kind ever published by a North Land newspaper in similar case. The whole plan and purpose of the Home Improvement Plan is set out in this special section in full detail and in a way that should make it clear to all. It should not be forgotten that in giving this unique presentation of the Government-sponsored plan, the contractors, builders, tradesmen, supply merchants and others have played an usually helpful part. It is interesting to note the tone that runs through the advertisements in the issue. Naturally, the advertisers are seeking new business, but that does not appear to be their main or only thought. To judge from the various advertisements all are chiefly concerned in "putting over" the Home Improvement Plan—making it fully known to the people—and leaving the rest of the matter with the people. The advertisements alone in this issue would make the Home Improvement Plan largely known and understood. It is not too much to say that the various articles, features and illustrations in the section make it the most comprehensive publicity published so far for the Home Improvement Plan.

From the first The Advance has felt that the importance of the Home Improvement Plan could not be over-emphasized. It deserves headlines larger than those for the Oshawa strike or the war in Spain. In presenting the plan to the people the Dominion Government pointed out that it had two main purposes—to provide employment, and to improve the homes of Canada. If it achieves two such purposes it certainly may well be termed truly patriotic in the finest sense. During the years of the depression it is well known that building activities have been sadly curbed in Canada. This applies to needed repairs and improvements, no less than to new buildings required. There are many properties "run down", in need of repair and extension. In many cases people have been saving in recent times with the hope of making the necessary repairs and additions to their homes. The Home Improvement Plan comes along with the opportunity for them to enjoy while they save. They might have their Home Improvements at once and pay for them from earnings in the coming years. That the Plan will add to the comfort, convenience and health of the people seems to be assured. It appears to be equally assured that it will give a remarkable impetus to employment and create circles of business and the circulation of money that means prosperity and progress.

It is interesting to note in the article in this issue by J. E. H. Chateauvert, chairman of the Porcupine Home Improvement Plan Committee that emphasis is given to other than the mere material advantages of the Plan. Mr. Chateauvert makes special reference to the benefits to the community in health and contentment and higher standards of living. A newspaper article the other day followed this line still further. The article suggested that the Home Improvement Plan would revive the old-time love of home and so prove of notable value to the Canadian people. The argument was along the line that the interest developed in the improving of homes in material way would not end there. The study and thought devoted to ways and means for increasing the comfort and convenience of home would be followed by a return of the old-time heart interest in home. In recent years there have been so many interests taking people away from the homes, that there are many who fear that the home has lost its grip upon the hearts of the people. For the greatest and the best in citizenship, however, there is nothing that can truly replace the home. If the Home Improvement Plan fosters pride and interest in the home, revives the old family life that has made Canadian and British life worth while, then to the apparent material advantages, the Plan will add a benefit surpassing all.

TALKING STRIKE

Years ago at this time of year, it was a common thing for business to be more or less disorganized and plans upset by talk of strikes at the mines. It is true that most of the talk occurred in outside newspapers and that the danger of actual strikes was greater in those outside newspapers than it was in the mines. But it is worth noting that even the talk of a strike had an injurious effect on the town of Timmins. It stopped expansions and extensions of business on many occasions. It created uncertainty and unrest, and this does not add to the prosperity or progress of any town. It happened year after year, and seemed to be one of the features holding back the development and benefit of this part of the North. In recent years the town has been more or less free from this trouble. But it has returned this year. Because it seems to be fostered chiefly from outside sources

talk about it only appears to add to the trouble. This is one reason why The Advance has consistently refrained from featuring any of the "strike talk." This "strike talk" does not help the workers and it certainly injures the community.

In recent days reports have been current that there would be a strike in the Porcupine Camp. One story, bolstered up into almost official form, was to the effect that the men had planned to report on May Day and then all walk out again. A call came through to The Advance on Monday night from Kirkland Lake asking if it were true that the miners of Porcupine had actually gone on strike that morning. In denying the rumour, The Advance noted that similar forms of report about Kirkland Lake were being spread in Timmins. So it goes. The facts of the case are that the present danger is from strike talk rather than a strike. There have been many unions organized in the North and it seems that whenever a new union is being formed there always develops a certain amount of this strike talk. At present it is the International Union of Mine, Mill and Smelter Workers that is organizing here. Yet both W. R. Armstrong, president of the Timmins local, and J. M. Lawson, president of the McIntyre local, have assured The Advance that there have been no plans made for any strike, while other leaders of this union have been equally emphatic in expressing their belief that there is no chance of a strike. They say that there are some minor grievances, but that these will be taken up later with the mine operators. Up to the present apparently there is nothing to justify the strike talk.

It is to be hoped that the strike talk will be dropped, inside and outside the camp. It does nothing but injury. It would be regrettable if this sort of talk were used by some in any attempt to stampede the workers into joining any organization. In the past the men at the mines have had no difficulty in having any grievances or troubles promptly removed by the mines. If there are any adjustments to be made to-day, strike talk will not be necessary, but rather will have a tendency to defer remedies.

Because strike talk has an injurious effect on the community, it is easy to imagine the calamity that a strike itself would prove to all. The answer of President Bickel of McIntyre and President Jules Timmins of the Hollinger to suggestions that there might be a strike to the effect that in case of any such action forced by C.I.O. agents both mines would close down indefinitely. Business and professional men in town have expected an announcement of this sort as an answer to the strike talk. That is why the business and other interests have disliked all the strike talk. They see clearly that a strike would be a calamity for the town. In this attitude they were not selfish or thinking only of their own interests. As a matter of fact there are few, indeed, in town who are not seriously anxious to always see the mine workers as highly paid and as well treated as it is possible. Even selfishness would dictate that attitude. But in addition to self-interest, there is the bond of friendliness between the men of the town and the men of the mine. They are customers, friends, neighbours, fellow citizens. The prosperity and contentment of the one is necessary to the other. On more than one occasion in the past the men of the town have proved their friendship for the men of the mines in material way, and hope to do it again when the occasion may arise. Also, it is well to remember that in this camp the heads of the mines have also consistently shown themselves the friends of the men and anxious for their comfort and prosperity. Accordingly, there should be no need for strike talk, and any who are using it either through thoughtlessness or self interest should be stopped.

GRAVEL AND SAND—AND PLACER

The linotype operator who set up most of the material for the Home Improvement Plan section of this issue left the following note in type on the "stick" in his machine:—"H.I.P. affords concrete improvements on the easy pavement plan." There is always somebody to throw a monkey wrench into the works.

Some weeks ago W. O. Langdon, president of the Timmins board of trade, suggested the planting of trees in Timmins as a fitting souvenir for the Coronation event this year. Thanks to the Timmins Horticultural Society's enterprise and public spirit, Mr. Langdon's suggestion promises to be carried out. It will be one of the most memorable souvenirs of the great occasion so far as Timmins is concerned.

The Simcoe Reformer this week tells of the visit recently to Simcoe of a "slick-tongued member of the fair sex" who attempted to make collection of articles to assist blind persons. The Reformer points out that the only recognized organization for soliciting contributions for blind persons is the Canadian National Institute for the Blind, and that the smooth lady who operated chiefly by telephone was conducting one of the many forms of racket so prevalent these days. Any racket that starts in the South always travels north, so the fair racketeer may be expected in Timmins before long. People should be ready for the lady, and reply to her importunities with the response that in Timmins support is reserved for the Canadian National Institute for the Blind, an organization of blind people who are doing a wonderful work to help those suffering from blindness. As a matter of fact D. B. Lawley, field secretary for the Canadian National Institute for the



"My Advice

to parents is to have their children's eyes examined at an early age. I speak from experience. My eldest boy was twelve when we discovered his eyes needed correction. Had we known sooner the chances are his sight would be brought back to near normal by now. How sorry we are that we didn't have his eyes examined sooner."

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Runaway Team Damages Parked Car at Liskeard

What might have proven a serious accident was averted at New Liskeard Saturday afternoon when a runaway team of horses was halted by a group of men on Whitewood avenue only after the crazily careening wagon they were pulling had crashed into a parked automobile causing considerable damage. The team, owned by a farmer north of town, took fright and started a mad dash down the street busy with traffic. They were heading for a store window when stopped in their escapade.

Beacons from Coast to Coast on May 12th

Boy Scouts to Observe Coronation Day in Unique Way in Canada.

Brightly-burning beacons the length and breadth of Canada will, in age-old style, signal the crowning of a King on May 12th. This unique feature in connection with the Coronation of His Majesty King George VI will be handled by the Boy Scouts of Canada according to announcement this week by Sir Edward Beatty, G.B.E., K.C., LL.D., President of the Canadian General Council of the Boy Scouts Association.

Calling to Scout Leaders to take the initiative in organizing celebrations on the occasion of the Coronation of His Majesty, who is Scout King of 86,000 Canadian Boy Scouts, Sir Edward recalled the most successful coast-to-coast beacon chain in 1936 marking the Silver Jubilee of the late King George V. It was the first time that an organized beacon celebration on such a scale was ever attempted in Canada and was a splendid success, due to the interest taken in the event by Boy Scouts and the great co-operation given them by the general public.

As public celebrations will likely be left largely to municipalities, Boy Scouts will again have opportunity to show on a large scale that their organization is one of Canada's important public service bodies, whose training produce young and older citizens of public spirit and enterprise.

Details of the Boy Scout participation in the Canadian Coronation celebrations have not yet been completed. It is understood, however, that the celebration will follow along lines similar to those which proved so successful on the occasion of the Silver Jubilee of his late Majesty King George V. It is proposed that where Civic Committees have already been appointed for local celebration, Scout Leaders should approach them and offer their close cooperation. In locations where no celebrations have been planned, Scouts will in all probability take the initiative and seek the aid of Civic authorities or heads of other organizations in planning appropriate celebrations.

In arranging the coast-to-coast beacon fires, Scout Leaders will again select coastal headlands, mountains and hill-tops for sites, and the message of loyalty will be carried from the East to the West, and from the International boundary to the Arctic Circle.

Blind, will be in Timmins on his annual canvass in the next month or two. It would be well to wait for him if anyone wishes to contribute anything to help the blind. If the fair lady mentioned in The Reformer uses the telephone for her calls it should be easy to refuse her no matter how fair she may be.

Speaking of rackets, there is a subject for a long editorial these days.

The United States would be in a bad way these days if the alphabet staged a "sit-down" strike. There would be ample excuse for such a strike, for the alphabet is certainly being overworked these days in the U.S.A. Everything goes by initials these days in the U.S.A. There's the N.R.A., the

Old Lady Who Paid for her Spectacles

Blind People in the North Being Helped by the C. N. I. B.

A hand more practiced in throwing cabbages than at plucking heart strings naturally fumbles about beginning a thing like this. Still, somebody ought to be doing an occasional good deed around here these days.

So here is the story of the old lady who paid for her spectacles and may it make you feel as small and no-account as it leaves this space.

The old lady hadn't any spectacles and it worried her because she needed them. She was getting so she couldn't see the dirt in the corners or the streaks she left when she cleaned floors. Nobody, she said, would want a cleaning woman who left a streaky floor and dirt in the corners. She wouldn't herself. She told them so at the sight-saving place in Beverley street. After she'd told them a little more they sent her to a doctor and had her eyes tested and fixed her up with a pair of glasses, though she'd explained right at the start that she'd no money to pay for them.

She went away, happy as you please, at last. She could see a footmark clean across a floor with the new spectacles. In the sight-saving department of the Canadian National Institute for the Blind they marked her card "treatment completed" and filed it away.

But the week after the next the old lady was back again. No, there hadn't been any more complaints about dirt in the corners. No, she hadn't broken the new glasses. Yes, they fitted her fine. That's why she'd come. She'd come to pay for them. She had five dollars. Would that be enough? She'd got two days extra scrubbing last week and she could spare the money easily.

They tried to tell her then that she didn't need to pay for the glasses but she wouldn't listen. She wanted to pay, she said. She wasn't going to have somebody else paying for her glasses when she had money to pay for them herself. It wouldn't be honest. And besides, she said, the Institute would be needing the money. There'd be somebody else to have glasses that couldn't afford to pay for them the way she could.

So the old lady paid for her spectacles. The last argument settled it, for she was right. There was somebody else that had to have glasses. There are hundreds of somebody else. Their names and their needs come new each day to the sight-saving department of the C.N.I.B.

There's a woman with a sick husband and no money, in the backwoods of Rainy River district right now. She has to be brought to Port Arthur hospital for treatment if her sight is to be saved. There are eight children in one Northern Ontario bush school who will be coming in to Kapuskasing next week to have the glasses that will prevent blindness fitted to eyes that are too dim to see the sums on a blackboard. The institute on Beverley street has sent the train tickets and money for the sleigh to the teacher. The eye doctor will be at Kapuskasing waiting. The institute will pay for the glasses. So the eight will be all right presently, if only the teacher can borrow enough clothes among the neighbours to keep everybody warm on the way.

There are two youngsters in Elk Lake who will never see well enough to read unless the institute can reach up there and help them. And the length of the institute's reach all depends on funds. Last year in Ontario alone nearly eight hundred people who needed treatment or glasses to save their sight were reached and helped. Next year's reach could be three times longer, so they will tell you at the institute headquarters, and still fall short of the need. This week brings the beginning of the appeal for funds to carry on and enlarge the work the Canadian National Institute for the Blind is doing for the prevention of blindness.


But there's no need to be sentimental about it. You can if you like forget the old lady who paid for her glasses and the youngsters at Elk Lake and stick to statistics and money-saving. Last session the Canadian Parliament voted to extend old-age pension provisions to include blind Canadians over the age of forty. The Canadian National Institute for the Blind's survey shows 2842 sightless men and women in Canada between forty and seventy and eligible for pension. Half of that number suffer from blindness that could have been prevented by proper care or treatment, given in time.

Work it out for yourself. Each of 2842 pensioned blind Canadians will receive in pension between the ages of forty and seventy a total of \$7,260. Most of them before reaching that pensionable age will have cost their communities in special education, care and services, close to three thousand dollars. And half of them need not have been blind at all. Unless this reporter's arithmetic

AAA, the A.B.C., not to mention F.D.R. and P.D.Q., and all sorts of other combinations. Perhaps the "sit-down" strike might be over recognition of the union. The latest is a threatened battle between initial letters. A heading in The Globe and Mail says that the "A.F.L. Plans War on the C.I.O." Translated this means that the American Federation of Labour is planning to actively oppose the rebel forces of the Committee of Industrial Organization. The American Federation of Labour will carry the war right through to Louisiana.

China is reported as carrying on a campaign to stamp out gambling. Probably shamed into it by Ontario's fierce campaign against Bingo.

"Roebuck! Croll! Bingo!" called the Premier.



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is unusually capitalistic Canada's lack of a sight-saving service during the past thirty years is going to cost the taxpayers of this country something over fourteen million dollars before 1967. Hence it follows that present expenditure on sight-saving can save its cost in future pensions five times over.

Any way you look at it, it looks as though you'll have to help along the work of the Canadian National Institute for the Blind. It isn't so often that you find an investment in human happiness that's likewise an insurance against unbalanced budgets.

And there is, again, the old lady who paid for her spectacles. You can't very well let her down.

When the Day Comes for Turning in the Old Car

(Ottawa Journal)

Inevitably there comes a time when the old car has to be traded in, and it is something like disposing of a faithful dog. The old car has served its owner long and well. It has taken him hence and brought him home innumerable times. It has carried his family on tours, on picnics, on Sunday jaunts. It has gone bravely through rain and snow, over good roads and bad. Happy and pleasant memories surround this marvel of metal and rubber—and some not so happy. Probably it has been hauled by its heels out of a mudhole, and nobody finds much enjoyment in changing a tire in a mosquito-infested bush, but these are small items in the record.

Its owner agrees that the old car is not stylish any more, but its memory goes back to the day when it stood gallantly in the showroom, glistening in nickel and paint, the envy of all. Now it is straight where it should be streamlined, high where it should be low, sadly lacking in gadgets. The own-

er admits all that, but it seems to him he never will understand another car as well. They had been through so many experiences together, he knew what the car would do, knew its capabilities and its limitations—never had such uncomplaining service from any human.

There comes a time, however, when a new car takes his fancy and he succumbs to temptation. The old friend is traded down the river. There takes its place a creation with speed in its lines, power in its deep voice, green and red lights, all the current miracles of automotive engineering. The owner finds it difficult to believe that five or six years hence this will be just another old car.

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Local Newspaper Proves the Best for Advertisers

(Simcoe Reformer)

Merzan Eastman, well known advertising agency executive, said in a recent address that the cost of advertising is borne by the non-advertiser. He showed that four specific results were goodwill, reduced selling costs, lower operating costs and additional profits. In advising on the type of advertising, Mr. Eastman said: "Your local newspaper is fundamentally a medium of first choice. It comes into the home by request—it is paid for because it is wanted. It is your insurance that your messenger is more likely to be seen than if he appeared in the garb of some unknown or unwanted or uninvited medium."