

Township Council Moves Against Diverting Road

Resolution Passed at Meeting at South Porcupine After Delegation of Business Men Placed the Conditions Before Council. Other Township Council Business on Monday.

South Porcupine Ont., Aug. 11th, 1937. (Special to The Advance).

A council meeting was held on Monday with Reeve Kerr and Councilors Helmer, Woods and Evans present. In the absence of Clerk-Treasurer F. C. Evans, George Train was appointed acting clerk.

Correspondence was read and dealt with and routine business gone through. The resignation of Jack Brown, of the engineering staff, was tendered and accepted. It was also resolved that the next regular meeting of council be postponed from Monday, August 23rd, to Monday, August 30th.

Court of revision dealt with a number of cases, some taxes were reduced, some confirmed and some cancelled. A shut-valve is to be placed on Main at 3rd avenue, Schumacher, on school line, also a meter is to be placed in the public school, Schumacher, the high school, and the high school and public school, South Porcupine.

Mr. Boyko applied for a ditch on Commercial avenue, South Porcupine, and the town foreman suggested a storm sewer east of lot 12 be considered.

Temporary relief was granted to a man unable to get work, pending a report from doctors.

A deputation of business men and property owners interviewed council and asked why the highway was being diverted after previous delegations to

Toronto had been assured that the road would proceed along Crawford street to Bruce avenue and along Bruce avenue to Schumacher. As a result of the meeting the following resolution was moved by Councilor Evans and seconded by Councilor Woods:

"That Resolution No. 182 of minutes, July 27th, 1937, be deleted and that the acting clerk advise the Minister of the Department of Highways and Mr. Phipps, district engineer, that the highway proceed along Crawford St., Bruce avenue, and along Bruce avenue to Schumacher and the proposed diversion be entirely eliminated and work stopped on the diversion."

Acting clerk was instructed to wire R. M. Smith, deputy Minister of Highways, that a petition with resolution was being mailed and to advise Mr. Phipps.

Convicted of Offence Against Eight-year Girl

Frank Ottoman, of Timmins, pleaded not guilty to a charge of assaulting an eight-year-old girl in police court on Tuesday but was convicted. Magistrate Atkinson imposed a sentence of three months imprisonment. Ottoman fought the charge laid by police but after hearing the evidence the magistrate registered a conviction and imposed sentence.

States Newspapers are Aid to Consumers

Convention Speaker Says Chain Store Advertising a Prelude to Lower Selling Costs.

Halifax, Aug. 12—Addressing the convention of the Canadian Weekly Newspaper Association in Halifax today, J. G. Johnston, secretary of the Canadian Chain Store Association, paid tribute to newspapers as the ultimate guardians of the right of consumers to buy what they need at the lowest cost of distribution.

"The old order changeth," quoted Mr. Johnston, "but how slow the old order was to change before the printing press began to spread civilization! The old order was slow to change because, although gossip travels swiftly, facts are slow to take hold until placed in cold hard type in the newspapers."

Without newspapers telling consumers how most efficiently to spend their dollars, and their pennies, the speaker said, the old wasteful methods of getting the goods from the producer would have continued. The chain stores were pioneers in shortening the bridge between producer and consumer, with the result that today the toll necessarily exacted by the people who have built and operate the toll bridges along the road of distribution is less than in the old days. This does not mean, the speaker said, that the chain stores are the only retail organization which are efficient.

"The point I wish to make," said the speaker, "is that all kinds of retail organizations have become more efficient since the chains have developed."

Explaining further, Mr. Johnston declared that before there were many chain food stores in Canada, the distribution of foodstuffs through the wholesaler-retailer system had been very expensive. He cited the 1919 investigation into the High Cost of Living by a committee of parliament, when various wholesale grocery companies testified through their officers that their costs of wholesaling only were often in excess of 10 per cent. and frequently were 12 per cent. of the consumer's dollar. Today, he declared, wholesaling costs were seldom if ever over 5 per cent. and frequently were less.

Pass Savings to Consumer "The chain food stores were the first to reduce this high wholesaling cost and they passed their savings on to the consumer in the form of lower prices," said Mr. Johnston. "The result was in the course of a few years the wholesaling method was changed; they eliminated credits, they found other efficiencies so that today the small independent merchant can be served by his wholesaler about as cheaply as the chain store can warehouse goods and deliver them to the chain store."

"This commendable step, this step which has saved untold millions of dollars to the consumers of this country, this saving which has enabled them to enjoy other benefits of a modern world, followed the chain store men's discovery of the value of advertising," said Mr. Johnston.

"If we go back to the early days of the chain food store," added the speaker, "we will find that among the principles on which they operated was that there would be no money 'thrown away' on advertising. Perhaps they were right because in those days, when there were no automobiles to enable the customers to come for miles to save pennies in the Saturday shopping, all chain stores were neighborhood stores and the advertising possibly could be fairly effective if it was confined to the prices shown in the windows."

Helps All Consumers "But in the few years following the war when everybody bought an automobile, some one in the chain store business discovered that newspaper advertising would be a big factor in building sales volume—and high sales volume is the great objective of every chain store man. From that day the chain store business grew by leaps and bounds until 1932, and it hasn't stopped growing yet though slowed by the depression. From that day when advertising began to be used by the chain food store, the consumer has been benefited by the reduction in distribution costs in the chain store business and in the retail business which is not chain store business."

"This is a prime example of the value of newspaper advertising to the consumer."

No business which has grown as rapidly as has the chain-store business could fail to have a few enemies. Here and there, said the speaker, there doubtless are chain store methods which make for unfriendliness. But he declared that if one looks around the community for the strongest critics of chain stores, it often happens that they are competitors of chains who would like progress to stop, who see a glimmer in the horse-and-buggy days.

"Progress cannot be stopped," continued the speaker. "Nowhere on this continent has anyone ever heard of an organization of consumers approaching a civic body, a legislative body, a congress or a parliament asking that special taxes be imposed on chain stores. On the contrary in a few states where consumers have been aroused to their danger in special taxation of one type or grocery store for the benefit of another type of grocery store, consumers have descended on lawmakers and spoken their minds in their own interests."

Quebec so far has been the focal point in Canada for anti-chain store legislation, Mr. Johnston said, and the chain stores recently have begun an advertising campaign which is designed to tell the consumers and the lawmakers the truth about chain stores, indicating the benefits which have followed which came soon after the chain first

began to advertise their wares. "One mistake the chain have made through the years," concluded the speaker, "has been their failure to sell themselves as well as their goods to consumers. That mistake is being rectified in the province of Quebec right now and it is my belief that the fine story the chains have to tell will be told in the daily and weekly newspaper in the other eight provinces in the not distant future."

Fifteen Arrests in Peterborough Riot

Timmins was Never Like This Even in Old Home Week.

At Peterborough on Tuesday violence flared at the Bonner-Worth and Auburn textile mills as strikers, including 150 screaming girls clashed with workers attempting to enter the plants.

Fifteen were arrested, including three women. Alex Welch, C.I.O. organizer and Michael English, chairman of the strike committee. Bail was set at \$1,000 for three strikers charged with obstructing and assault. Each elected trial by jury. Welch was remanded in custody on a charge of obstructing. Bail was allowed eleven others. All arrested pleaded not guilty and were remanded to Aug. 17.

Girls fainted when police were forced to use tear gas bombs. At least 15 women, who were on picket duty, are confined to their beds in a semi-hysterical condition. City and Ontario provincial police guarded all entrances to the Bonner-Worth mill. Dominion Woolens Ltd. Fear of "more trouble" was admitted by police as angry strikers continued to gather near the factory.

Order is Given Company officials, acting on the assurance of Premier Mitchell F. Hepburn that workers wishing to enter the mill would be given adequate police protection, ordered the plant re-opened at eight a.m. About 80 non-striking employees attempted to enter. They were met by 200 strikers, 150 of them women and fighting broke out immediately.

After the riot had subsided additional workers entered the company's two plants. The Auburn plant had 110 employees back. At noon 120 girls and men had returned to the Bonner-Worth plant.

Fists flew and officers' "sticks" were used freely as the two factions clashed. Police were unable to make any headway until they exploded a tear gas bomb which cleared the crowd.

Fearing an outbreak, company officials had instructed the workers to assemble one block from the plant. Before attempting to enter the mill, Mayor George Macdonald and Chief Constable Newhall made a futile effort to address the strikers. As the mayor attempted to pierce the picket line to reach a small platform, he was manhandled by the crowd of jeering strikers. The chief constable was also unsuccessful.

Flanked by nearly 40 police officers, the group of workers proceeded up McDonnell street towards the plant. When they attempted to enter the mill the riot began. Undaunted by the warnings of the police, the strikers struggled fiercely with both the officers and the workers.

Women Scream Screaming and shouting wildly, a mass of girl workers tangled with a group of officers in vain to quiet them. Unable to make any headway to regain order, police officers exploded a tear gas bomb, which forced the combatants from the mill-entrance. One provincial officer received a pail of water full in the face. An unknown spectator was escorted to the side lines with blood streaming down his face.

A crowd of spectators, estimated at 500 persons, lined the south side of the street, daubing their eyes from the effects of the gas. Seventy-five strikers later listened to Mayor Macdonald, who urged them to allow free passage to the workers and await an investigation of the strike by the Labor and Industry Board. Only 25 workers entered the plant.

Mayor Blames Women "The women caused all the trouble,"

Attention, Please!

THE T. & N. O. RAILWAY BAND of NORTH BAY is visiting Timmins for THE CONSUMERS BAND CONTEST Scheduled Sunday, August 15th and will give a

30 Players

Band Concert

At The Harmony Hall, Fourth Avenue Saturday, August 14th, 9 p.m.

A very interesting programme will be presented including

- "O Canada."
- March—"Heads Up"
- Overture—"The Champion"
- Selection—"June Time"
- Vocal Skit
- March—"Irvis Rivieres Tricentenaire"
- Overture—"The Veteran"
- Selection—"Festa Di Campagne"
- (The Country Fair)
- Waltz—"Bower of Beauty"
- March—"Mon Ami"

COD SAVE THE KING

ADMISSION 35c



CLUES TO ECONOMY

These timely savings will lead you to real economy. They indicate the low prices which we offer in every department. But there is nothing mysterious about our low prices. You recognize the brands as standards for quality.

PHONE 648

Clearance of Beach Items

- | | |
|---------------------|------------------------------|
| BATHING CAPS | BEACH SHOES |
| Reg. 49c for - 35c | Reg. 69c., spec. 49c |
| Reg. 25c for - 15c | Reg. \$1.19, spec. 89c |
| | Reg. 89c., spec. 65c |
| SUN GLASSES | Almond Lotion |
| 25c 50c 75c | 18 oz. reg. \$1 for69c |

Very Special Offers

- 9 cakes Vinolia Ovals Soap, reg.25c
- 1 Fabric Shopping Bag, reg.25c
- SPECIAL BAG AND SOAP for 39c**

- "Wardonia" Razor reg.\$1.00
- 8 "Wardonia" Blades Blades, reg.50c
- Jar Cool Shave Cream reg.25c
- THE WHOLE \$1.75 VALUE for 50c**



CAUGHT in the ACT

"Click" . . . and you have conclusive evidence of the scene you saw or the fun you had. So keep your camera loaded with fresh film from our photographic department and Kodak as you go.

CAMERAS — PHOTOS

We will loan you a camera for 2 days with the purchase of 3 rolls of film. Take advantage of this unusual offer over week-end and holiday.

KODAKS—\$1.25 to \$15

FREE with each roll of film developed, one print mounted in an attractive folder.

GOLDFIELDS DRUG STORE OPP. PALACE THEATRE

PHONE 648

"POTS OF GOLD" Guessing Contest Slips with Every 25c of Cash Purchase

- Seidlitz Powders each15c., 2 pkgs. 25c
- Stationery (Pad and Envelopes)29c
- Tan-Gel (Sunburn Relief)50c
- Fresh Lime Rickey.....10c



ENO'S "FRUIT SALT"

HANDY SIZE 47 CENTS

Household Size 79 CENTS

COMFORT FOR THE RUPTURED

Hold your rupture with one-half the pressure required by ordinary trusses. The Ohio Truss Co. experts have developed a new type of sanitary truss equipped with adjustable, rubber-covered

NON-SKID SPOT PAD

This newly invented Spot Pad, when attached to one of our Spring or Elastic Non-Skid Trusses, holds just like your fingers. The surrounding Non-Skid surface keeps the pad in place, thus increasing your chances of obtaining a cure. Recommended by Physicians everywhere. Our fitter has been trained in the selecting and fitting of the Non-Skid Spot Pad Trusses. We are here every day to give you this special service.

RELIEF GUARANTEED

New Power Plant for Northwest Ontario

Province Contracts for 10,000 Horsepower on Montreal River.

Announcement was made Tuesday by Hon. Peter Heenan, Minister of Lands and Forests, that the department has completed arrangements with the Great Lakes Power Co., Ltd., for immediate development of an additional 10,000 horsepower at the mouth of Montreal River at a cost of \$1,000,000.

Mr. Heenan, talking over long distance telephone from Toronto to Sault Ste. Marie, referred to the demand for power created by construction of a new pulp mill at Michipicoten, development of Helen Iron Mine as a result of the bounty of two cents per unit passed by the government at the last session of the legislature and the prospective extension of the plant of Abitibi Power and Paper Company here.

"It is in order to ensure that there will be no shortage of power for these and other industries," said Mr. Heenan, "that we have made this arrangement with the Great Lakes Power Company."

A new power plant will be built at the falls at the mouth of the Montreal River and the agreement requires that construction be started a once, to be completed within 20 months.

This will mean a total development of 20,000 horsepower on Montreal River, as the Great Lakes Company completed last December a 10,000 horsepower development at falls just below the Algoma Central Railway bridge.

Celebrates Old Home Week and Loses Wife as Result

A number of humorous stories are being told in Goderich in connection with the recent Old Home Week there. All of them have the added humour of being true in all details.

When William Tonge, a milkman residing five miles from Goderich, returned home with his truck late one night he found a man in an alcoholic sleep among the milk cans. He removed the cans to make the man more comfortable, then drove him back to town and dumped him off at the town hall.

A tale of woe and sorrow is told by a gravel trucker who lost his wife as a result of the reunion. When he was married three weeks before he promised faithfully to leave intoxicants alone. He hung on for four days and on the fifth fell off the "water-cart." Sunday morning when he came out of his coma he found a note on the breakfast table. It read: "with me a bargain is a bargain." The note was weighted down with the wedding ring.

Former Commissioner Returns to Canada



Hon. G. Howard Ferguson, former Canadian High Commissioner in London, photographed with Mrs. Ferguson upon their arrival in Montreal on board the liner "Duchess of York." Mr. and Mrs. Ferguson went to London to attend the Coronation.

Emile St. Goddard to be at Toronto Exhibition

Emile St. Goddard, world famous musher of the Canadian north country, will personally lead the invasion of Eskimos, Indians, trappers and dog drivers to set up an Eskimo village at the C.N.E. this month at Toronto.

The Eskimos will not arrive until a few days before the Exhibition opens, thus avoiding the heat to which they are not accustomed.

Arrangements for the setting up of a genuine Eskimo settlement to show how the aborigines live in the Canadian Arctic and sub-Arctic have been under the direction Philip H. Godsel, P.R.G.S., veteran explorer, trader and author of a number of books on life in the north. In addition he is bringing with him outstanding specimens from his unequalled collection of northern trophies.

For the first time the Eskimo exhibit will show the people of the civilized south just how life was carried on during the Stone Age in the frozen tracts of the northwest territories. This life is still practised in some parts of the north and Mr. Godsel is well equipped by experience for 3 years in that country to present an authentic picture.

Change in Name of Local Plumbing and Heating Firm

In mentioning the plumbing and heating contract for the new separate school to be built in town, The Advance said that the contract for this part of the work had been awarded to Dinnelle and Sullivan. This was not correct. The contract was given to Donovan and Sullivan. Mr. Dinnelle having been out of the firm since June and being with another plumbing and heating concern in town.

Waterloo Chronicle:—After all nudists were just born that way.

Had Good View of What he Termed a "Flying Mouse"

Timmins, Ont., August 11, 1937. Dear Sir:—Yesterday, at half-past two in the afternoon I stepped out of O'Hearn's and what I took for a big butterfly—nearly hit me on the nose; then it flew to a telegraph pole, outside of the Dominion bank, and clung there. I walked over to look at it and found it was a mouse. While I was scratching my head and wondering how a mouse could fly through the air I noticed its black wings along its sides. I tried to get another man to come and see, but he said: "Oh, I have seen lots of bats flying around."

I have seen bats flying around for nearly fifty years, but I have never been near enough to see what they looked like before. However I got hold of two other men and they were interested; then I was satisfied, I wanted someone to see it who had savvy enough to know that they were looking at something unusual, so that when I mentioned it people wouldn't tell me to keep out of the sun, or to take more water with it next time.

I remain, Yours most sincerely, A. J. Doling.

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