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Charming Wedding at Schumacher on Monday

Miss Beatrice Waddell and Mr. Frederick Conron United in Marriage at the Trinity United Church, Schumacher. Reception After the Ceremony at the Home of Mrs. A. D. Campbell.

An exceptionally charming wedding took place in the Trinity United Church at Schumacher, on Monday afternoon at 3 o'clock, when Rev. F. J. Baine united in marriage Beatrice, daughter of Mr. and Mrs. Howard Waddell, of 32 Fourth avenue, Schumacher, and Mr. Frederick Conron, son of Mr. N. B. Conron, of Toronto, and the late Mrs. Conron. The church, which was beautifully decorated in a pink and white scheme with gladioli, flox and Regina asters, was crowded for the occasion with the numerous friends of the popular couple, who are well-known in the entire district.

Mrs. Huxley, church organist, was at the organ, and Mrs. Dr. Armitage sang "Oh Perfect Love," very beautifully, during the signing of the register.

Entering the church to the strains of Lohengrin's Wedding March, the bride was given in marriage by her father. She was very lovely in a gown of white Chantilly lace, fashioned with a fitted bodice, and gracefully falling into a long train. A small stand-up collar was formed about a V neckline, and folded back at the front, and long leg of mutton sleeves tapered into a pointed cuff over the hand. She wore a finger-tip circular silk net veil, caught in a head-piece of lily-of-the-valley, and falling in front to the shoulders, and carried a shower bouquet of white roses, white sweet peas and maiden hair fern, with lily-of-the-valley on white satin streamers.

Miss Barbara Waddell, youngest sister of the bride, was bridesmaid, attractively attired in a gown of shell pink marquisette over taffeta, made with a new tucked waist, square neckline, short sleeves, and a very full flared skirt. She wore a powder blue Juliet cap with a shoulder length veil, and powder blue accessories, and carried a shower bouquet of pink roses, pink sweet peas, and cornflowers.

Mr. Gordon Parks, of Toronto, was groomsmen, and Messrs. Wm. Flowers and Patterson Waddell, brother of the bride, acted as ushers.

Immediately after the ceremony, the wedding party and guests were entertained at the home of Mrs. Angus Campbell, of the McIntyre property, where Mrs. Campbell received the guests, wearing a white crepe street-length dress with white accessories. The

rooms also carried out the pink and white colour scheme, with larkspur and other flowers, and tall candles in silver vases. A buffet lunch was served in the garden, where tables and chairs had been arranged.

Mrs. Waddell, mother of the bride, chose for the occasion an ensemble in two shades of blue, with matching accessories, and a corsage of crimson sweet peas. Miss Wilson, of Toronto, aunt of the groom, wore turquoise blue lace with black accessories and a corsage of pink sweet peas. Mrs. John Waddell, grandmother of the bride, of Chatham, wore a street-length dress of pale blue voile, with a jacket to match, and grey accessories and grey fur, with a corsage of larkspur. Her daughter, Miss Marjorie Waddell, of Chatham, chose black lace with a black velvet hat and accessories, and Miss Maida Shroeder, of Sudbury, wore a black and white ensemble. The bride's aunt, Miss Patterson of Detroit, was attired in an ensemble of navy voile with white accessories.

Later in the day, the bride and groom left on a honeymoon trip to Temagami, the bride wearing a redingote ensemble of navy blue and grey silk crepe. They will take up residence in Montreal.

Both the bride and groom are graduates of the University of Toronto. Prior to the wedding the bride was entertained at many showers and other social events.

Out-of-town guests at the wedding were Miss Wilson, of Toronto; Mr. and Mrs. John Waddell, the bride's grandparents, of Chatham; Miss Marjorie Waddell, of Chatham; Miss Patterson, of Detroit; Mrs. A. D. Watts, of New York; and Miss Maida Shroeder, of Sudbury.

Former Timmins Man Now Working on Peace Plan

(From Northern News)
Kirkland Lake has a little more than passing interest in the peace pilgrimage of Albert Ernest Fox, who stowed away on board a liner, and who now is in London on a one-man expedition to persuade the nations of Europe to cease hatred and threats of war.

The former soldier of the King, who served in India, Burma and in the Great War has, in his strange, sincere and zealous way considerably impressed Londoners, according to the Canadian correspondent of a Toronto daily.

Kirkland Lake's interest comes through the fact that William, the oldest son, has arrived in Kirkland Lake to join his wife for a holiday with the latter's sister, Mrs. Richard Whaland, 42 Rand avenue.

Fox, who worked for nine years in a mine at Timmins, moved to Toronto in order that his two sons might find some other occupation than mining or lumbering.

He became obsessed with the horror of war, and in 1931, when the Japanese invaded Manchukuo, he started to work on the Plan.

Now he is prepared to secure backing, to interest some wealthy man who will help him.

TEN YEARS AGO IN TIMMINS

From data in the Porcupine Advance Files

Timmins Junior Baseball team kept up their creditable record ten years ago by winning the game at North Bay with the Juniors of that city in the battle for the championship of the North in Junior Baseball, and the right to go further in the provincial series for Ontario honors. North Bay was later scheduled to play in Timmins, the score of the game at North Bay being 13 to 8 in favour of the Timmins boys.

In E. M. Allworth's window ten years ago there was a row of ten big speckled trout that would make glad the heart of any fisherman. There were two specially big beauties in the centre, one weighing about six pounds and the other about five and a half pounds. The "smallest" trout in the lot would easily weigh about three pounds. To the ordinary fisherman the "smallest" of these trout would be a delight, indeed, and would be counted a big fellow, as it surely may be termed. Graded according to size the ten trout in the window looked about the one size, and that size big.

When a pot of tea upset at her home at Cobalt ten years ago, Mrs. Frank Lendrum, wife of Cobalt's mayor, was scalded on the left leg. Prompt attention was given the injury but while proving quite painful the scalds were not serious.

The announcement ten years ago that Mr. Alec Dewar and family were moving to Toronto to reside in connection with changes in the Abitibi Co., was received with sincere regret not only in Iroquois Falls, but also in Timmins and other parts of the North. Mr. Dewar went to the Toronto office of the company and while all were pained at his promotion, there was general regret at the loss to the North involved in his change of residence.

Mr. Dewar, who was previously city editor of The Montreal Star, came to Iroquois Falls in June, 1920, to take charge as editor of The Broke Hustler, Iroquois Falls' own paper. He built up that paper along the lines planned by the company and made it a binding link between the company and the people at the Falls as well as an interesting and useful paper of the North.

Mr. Dewar also had charge for the Abitibi Power and Paper Co., of the departments for publicity, farmers' organizations, technical education, Northern Ontario Development work, employees' committees, recreation committees, promotion of juvenile athletics and safety first work. In all these lines he showed a skill and loyalty that could not but win general recognition from all concerned.

It was generally agreed ten years ago that the baseball match between the McIntyres, champions of the North group, and the Wright-Hargreaves, the champions of the south group, playing the first of the home and home games for Northern Ontario honours and the R. A. McInnis Cup, was the finest exhibition of good baseball seen in this part of the North for some time. There was a record crowd for the first game and all felt they had the worth of their money and more. The game resulted in a tie 4 to 4, though 13 innings were played.

Among the visitors to Timmins ten years ago was Mr. G. F. Sanger, secretary to Hon. E. C. Harmsworth, M.P., of Westminster, England. Mr. Sanger was on vacation and was paying a visit to Canada. He visited Canada on a previous occasion but had not seen the North or the West. On the visit ten years ago he visited both these thriving parts of Canada.

There were over 2000 people at the eleventh annual picnic held ten years ago at New Liskeard by the T. & N. O. The number included several from the Porcupine camp, as well as from all over the North Land. The T. & N. O. band from North Bay furnished excellent band music during the day under the leadership of Geo. Mackenzie. There were thirty players in the band. The programme for the day was a specially good one and was much enjoyed by all attending. About 1200 were up from North Bay and intermediate points, a special train being put on for the occasion. The New Liskeard Beach was found again to be an ideal place for the event, every convenience being at hand, and the New Liskeard people proving most kind and hospitable.

Word from Cobalt ten years ago gave an account of the death of a young Toronto man there, the manner of death being unusually peculiar. The young man whose name was Norman Keener had been in Cobalt taking pictures, being employed with the Eastman Kodak stores at Toronto. He was residing with Mr. R. W. Greenless at Cobalt, while taking pictures for the firm. He had been at Cobalt about three weeks. One morning when he failed to emerge from his room the door was rapped upon and when no answer could be secured it was eventually decided to open the door. The young man was found on the floor with absolutely no clothes on but with electric wires around his body. He appeared to be dead and when a doctor was summoned it was found that the young fellow had been electrocuted. From the conditions and appearances it seemed that Keener had bound a leather belt around his waist and then inserted wet cloths between the straps and his body. Next he had stretched a wire connected with the electric light switch in the wall and by the use of a couple of discs he made connection

with his body. Using an extension from the light socket and holding the wire in his hand which he had covered with a wet rag he made a circuit that allowed 110 volts to pass through him. It was thought that death was instantaneous. Just what he expected to do or what his real plans were was never known. The idea that he had planned some sort of experiment was supported by the fact that he was carrying with him a number of books on electricity and that from his conversation this was a subject in which he was most keenly interested.

A despatch from Cobalt ten years ago said that St. James' Anglican Church decorated with summer flowers and evergreens was the scene of a pretty wedding on Wednesday afternoon, August 15th, when Miss Clara William Kirsh, elder daughter of Mr. and Mrs. G. Kirsh, well-known residents of the Cobalt camp, became the bride of Mr. Harold Sibbert. The ceremony was performed by Rev. H. P. C. Cooks, rector of the church, in the presence of a large congregation with the choir in attendance.

The formal presentation of medals to McIntyre No. 2 First Aid team took place at Schumacher ten years ago. McIntyre No. 2 team won second place in the provincial competition for the Geo. Wright Challenge Shield, the Hollinger team having the honour of first place. At the presentation event Mr. Austin Neame presided in his usual effective and pleasing way. The programme included selections by several local citizens, and the proceedings were very interesting and enjoyable.

For the second time within a week or two, women seemed to figure more or less largely in court ten years ago. In the first place there was an assault case, one lady charging another with assault. The giving of evidence in the court seemed to bring out the fact that there had been a neighbourhood row and the women had not been pleased with one another. Their displeasure had crystallized into words and at last, obviously into a blow or two of material kind. The magistrate apparently considered that the rowing had been general with all perhaps to blame, and the case was accordingly dismissed. Another woman was fined \$5.00 and costs for driving a motor car without a permit. In the case where a husband and wife were both charged with having liquor illegally in other than a private dwelling place it was again the woman who paid—\$100.00 and costs—the charge against the man then being withdrawn.

There was considerable interest in Timmins ten years ago when it was known here that the monoplane, "Greater Rockford" had reached Cochrane on the plane's journey from Rockford, Illinois, to Stockholm, Sweden. The interest here of course, was nothing to the excitement in Cochrane when it was realized by the citizens of that patriotic town that Cochrane was actually and practically on the world route for airships.

A meeting of the N.O.F.A. was held in the schoolhouse at the Dome ten years ago, several delegates being present from Kirkland Lake. Among the chief business before the meeting was the straightening out of some difficulties in regard to the Kirkland Lake Football League. Eventually affairs were adjusted to the satisfaction of all and a better situation was looked forward to.

Those who like to see a hard batting game got their fill ten years ago when the A.S.D. and the students of Schumacher met in the first of the home and home matches to decide the softball honours of this district. There were no less than 39 hits, a lot of them for extra bases, besides 19 free passages to first. In the issuing of free passages Abrams was the worst offender, allowing nine in six and one-half innings. The A.S.D. were winners by a score of 27 to 14.

In the Schumacher news in The Advance ten years ago was the following: "We regret to announce the death of Mrs. Gertrude Tennyson, of First avenue, which occurred somewhat suddenly on Saturday morning last. She was well known for her social work and activities, the chief one being as leader in the C.G.I.T. group held here. Although the deceased lady was in indifferent health the news of her death came as a great shock to her host of friends and acquaintances. Deceased who was 40 years of age is survived by her husband, Mr. Samuel Tennyson, and two sons, George and Bill. The deepest sympathy is extended to the bereaved family. The service was held by Rev. Ivan Kennedy at her late home on Monday morning and was largely attended. The body was then shipped to her former home at Campbellford, Ontario, for burial on Tuesday. There were numerous wreaths, sprays and other local tributes."

The second home and home match of the N.O.F.A. for the Ontario Cup was played ten years ago at the Dome. In these home and home games goals were to count in case the one team did not win both matches. Dome won Saturday's game with the score of 2 to 1, but Lake Shore No. 1 team of Kirkland Lake, had won the first game at Kirkland Lake, the score then being 6 to 0, and thus the Lake Shore team took the round, 7 goals to 2.

Passengers on the T. & N. O. ten years ago were interested in the evidence of what might have been a very

serious wreck on the line about a mile south of Swastika. The remains of several cars were noted alongside the track while down in a gully some thirty feet below the track was a T. & N. O. engine lying on its side. The engine and cars had left the track, the locomotives pitching down the 30-foot embankment. How the train crew had escaped fatal injury was little short of a miracle. The best explanation of the fact that no member of the crew was killed was that it was the usual T. & N. O. luck.

Among the local items in The Advance ten years ago were: Mr. and Mrs. L. N. Bissonette returned last week-end from a motor trip to Pembroke, Montreal and other points east. They enjoyed the Old Home Week at Pembroke, where a very interesting and pleasing time was provided, then going on to Montreal. They found the roads generally very good on the trip. "Mr. J. W. Faithful is spending a few weeks' holiday in the South." "Mr. H. Perreault and son, Henry, left on Saturday last for a holiday in Chicago and other points south." "Mr. Geo. Lake and sons, Merrin, Jack and Ronald, are on a visit to Toronto, Niagara Falls and other points south." "Mr. and Mrs. A. Prout and family returned on Monday from a vacation in the South." "Mrs. Neilson and sons, Andrew and Jack, left on Saturday for Toronto to spend a two weeks' vacation." "Mr. and Mrs. R. Richardson and family returned this week from a motor trip to southern points." "Mr. and Mrs. A. W. Pickering returned on Monday from a two weeks' vacation at Toronto and other points south." "Mr. W. G. Macpherson of Turo, N.S., was among the motorists reaching here last week." "Mrs. F. Little returned last week from a vacation spent at Toronto and other points south." "Mr. and Mrs. Harry Jackson and children left on Wednesday morning to motor to the South for a holiday visit." "Mr. and Mrs. E. H. Hill and family returned this week from a holiday spent in the South." "Miss Maud Boyd left on Saturday for a visit to relatives and friends in Cobalt from which place she will go by motor to Detroit and other points south." "Mr. and Mrs. Bruce Duncan and young son, of Toronto, visited Timmins last week." "Chief of Police L. McLaughlin is in Toronto this week attending the convention of the police chiefs of the Dominion." "Mr. and Mrs. P. Godin and Misses Claire and Hilda left on Monday by motor on a month's holiday to Renfrew, Vinson and Ottawa." "Mr. and Mrs. D. J. Parks, of Ellsworth, Wisconsin, motored to Timmins last week and spent several days with Mr. Parks' sister, Mrs. R. W. Copp." "Mrs. G. A. Macdonald left on Saturday last to spend a couple of weeks at Temagami, after which she will visit her daughter, Mrs. T. M. White, at Sudbury, for a few weeks." "Mr. John Clark, chief of police at North Bay was a Timmins visitor last week." "Mr. J. Knox returned on Monday evening from a trip to the South." "Mrs. Chas. E. Alton and daughter, Jean, have returned from a motor trip to Detroit, Michigan, and other points south." "Mr. Russell Cameron, of Toronto, motored to the North this week, finding the roads not too good after the rain." "Rev. and Mrs. Fred Grafton and daughter, Marie, of Toronto, accompanied by Miss Mildred Wilson, of Cochrane, visited Mr. and Mrs. R. E. Durkee, Schumacher, on the 15th inst., and while there Rev. Mr. Grafton officiated in christening

Mascioli Theatre, Schumacher

FRIDAY and SATURDAY, AUGUST 26th and 27th
"DEAD END KIDS" HUMPHREY BOGART and GALE PAGE in
"CRIME SCHOOL"
PLUS: "ALI BABA and 40 THIEVES" (Popeye Cartoon)

MONDAY, and TUESDAY, AUGUST 29th and 30th
MIDNIGHT SHOW, SUNDAY, AUGUST 28th
VICTOR MCLAGLEN and BEATRICE ROBERTS in
"DEVIL'S PARTY"
AND
"PARADISE FOR THREE"
With ROBERT YOUNG, FRANK MORGAN and FLORENCE RICE
NEWS

WEDNESDAY and THURSDAY, AUGUST 31st, SEPT. 1st
ERROL FLYNN and JOAN BLONDELL in
"PERFECT SPECIMEN"
ALSO: POPEYE CARTOON AND NEWS

FRIDAY and SATURDAY, SEPTEMBER 2nd and 3rd
LORETTA YOUNG and RICHARD GREENE in
"FOUR MEN AND A PRAYER"
ADDED: LAUREL & HARDY COMEDY and CARTOON, NEWS

baby Ruth Alice Durkee, using water from the River Jordan." "Fire Chief A. Borland, Mrs. Borland, Miss Maisie Borland, and Mr. and Mrs. A. Borland, Jr., returned on Tuesday night from a motor trip to the South after a pleasant holiday at London, Woodstock, Toronto and other centres."

Double Service by Insurance Companies

Educative Campaign of National Value in Many Ways.

Reference has been made on several occasions to the value of the promotion advertising of the Canadian Life Insurance Officers Association. The matter, however, can scarcely be over-emphasized. The publication recently of a portfolio containing reproductions of the co-operative "Life Insurance Service advertising campaign for the period July, 1937, to June, 1938, makes further mention timely. The advertising has been published in The Advance, as well as in all the other leading newspapers in Canada, but gathered in portfolio form it is particularly impressive.

The advertisements give striking proof of the fact that the basic purpose of the campaign is to give policyholders and the public at large a better understanding of:—

1. The fundamentals of a business that intimately touches the lives of millions of Canadian men and women.
 2. The actual relationship between companies, policyholders and beneficiaries.
 3. The value of life insurance to the nation, as well as to the individual.
- Today, as in 1920, when the first advertisement appeared, A.B.C. daily newspapers continue to be the chief media employed in this co-operative institutional campaign, but the list of media has been gradually extended to include A.B.C. farm and financial publications and a special group of Class "A" Weeklies.

Altogether, over the period of the campaign covered by this portfolio, more than two hundred publications were employed and the number of individual messages to policyholders through the combined circulation of these dailies, weeklies, farm and fin-

ancial publications, was over fifty million.

There is strong temptation to repeat the striking and impressive advertising messages given. Titles like—"Canada's Greatest Co-operative Enterprise," "Canada's Greatest Community Chest," "Thousands of Families are Fattered by Life Insurance," "Thrifty Dollars Benefit All Canada," "What Life Insurance Means to Old Age," "Security for the Home,"—suggest their own effective story.

Much has been said in The Advance about the fact that life insurance companies weathered the depression in perfect way. It might be well to emphasize still more the fact that life insurance also helped the general public to weather the storm. The whole story of life insurance in Canada to-day is one where the most approved and soundest methods are improved by enterprise and vision. The aims and attitude of the life insurance companies have been clearly set forth and public confidence has been established in notable way as a consequence. The result is a matter for congratulation not only to the life insurance companies but also to all Canada.

The campaign referred to is admitted to be the most striking public relations and publicity activity on this continent. It is now in its eighteenth year and it seems to prove more valuable each succeeding year. Its continuance for the coming twelve months, it is interesting to note, was voted unanimously at the annual meeting of the Canadian Life Insurance Officers Association at London recently.

Blairmore Enterprise:—Many a man with a captain's certificate has married a widow, only to become nothing more than a second mate.

NORTH BAY TO TORONTO
\$9.45
RETURN
5-Day Excursion Rate
LEAVE NORTH BAY
8.20 a.m., x9.55 a.m.,
x2.45 p.m.
x-Via DeLuxe Coach Lines to
Huntsville Standard Time.
Tickets and Information at
Union Bus Terminal
Phones 101-2-3
GRAY COACH LINES

LOANS
on First Mortgages
Available in
TIMMINS
SCHUMACHER
SOUTH PORCUPINE
Paid Back Monthly
over 3 to 5 Years.
APPLY TO
J. J. McKAY
REAL ESTATE INSURANCE
STEAMSHIP OFFICE
20 Pine North Timmins
Phones 1135 & 1580

BARGAIN COACH EXCURSION
From
FROM T. & N. O. AND N. C. R. REGULAR STATIONS
TO
Pembroke, Renfrew, Arnprior, Ottawa, Ontario;
Montreal, Quebec and Ste. Anne de Beaupre, Que.
Via North Bay and Canadian Pacific Rly.
Thursday, Sept. 8th, 1938
Bargain excursion tickets will be valid on Trains 2 and 46 and their connections, Thursday, Sept. 8th. Passengers who use our Train 2 will connect at North Bay with C.P. Train 2, leaving 8.20 p.m. same date. Passengers who use Train 46, will arrange their own transfer to North Bay C.P. Depot and take C.P. Train 8, leaving at 1.00 a.m. Friday, Sept. 9th.
Tickets are valid to return, leaving destination point not later than C.P. Train 1 from Windsor Street Station, Montreal 10.15 p.m., Sunday, Sept. 11th, and connecting at North Bay with our Train 1 at 12.45 p.m., Monday, Sept. 12th. EXCEPT passengers from points north of Porquis MUST leave not later than C.P. Train 7, from Montreal, 7.50 p.m., Sunday, Sept. 11th to connect at North Bay with our Train 47, Monday, Sept. 12th.
Tickets will not be honored on Trains 49 and 50 "The Northland."
Tickets destined Quebec and Ste. Anne de Beaupre not good on Semi-Streamlined Trains 350 and 352 to Quebec and 349 and 351 from Quebec, but good on all other trains between Montreal and Quebec.
Tickets good in coaches only. No Baggage Checked
Children 5 years of age, and under 12, when accompanied by guardian.
HALF FARE.
For Fares and further particulars apply to Local Agent
**Temiskaming and Northern Ontario Railway
The Nipissing Central Railway Company**

AT THE Timmins Theatres
MATINEE DAILY AT 2.30 p.m. EVENING 7.00 and 8.50 p.m.
Special Matinee at Goldfields Theatre—Every Saturday at 11.15 a.m.
ADMISSION—All Children 10c

Palace
MIDNIGHT SHOWS EVERY FRIDAY AND SUNDAY
LAST SHOWING TONIGHT
Double Feature Programme
VICTOR MCLAGLEN in
"THE DEVIL'S PARTY"
ALSO
"PARADISE FOR THREE"
FRIDAY, FRIDAY MIDNIGHT and SATURDAY, AUG. 26—27
Errol Flynn in
"The Perfect Specimen"
With Joan Blondell, Hugh Herbert, Edward Everett Horton, Dick Foran, Beverly Roberts, May Robson and Allen Jenkins.
SUNDAY MIDNIGHT, MONDAY and TUESDAY, AUGUST 28—29—30
Loretta Young, Richard Greene and Geo. Sanders in
"Four Men and a Prayer"
WED. & THURS., Aug. 31st & Sept. 1st
Double Feature Programme
WALTER HUSTON, JAMES STEWART and BEULAH BONDI in
"OF HUMAN HEARTS"
also
SIMONE SIMON, DON AMECHE AND TALA BIRELL in
"JOSETTE"
Notice—On double feature programmes coming to our theatres, we request our patrons to attend the theatre not later than 8.00 p.m. for the Second Show if they desire to see the full show.

Goldfields
MIDNIGHT SHOW Every Sunday at 12.01 (midnight)
Special Matinee Every Saturday at 11.15 a.m.
TO-NIGHT & FRIDAY, AUG. 25—26
Alice Brady, Guy Kibbe and Betty Furness in
"Mama Steps Out"
SATURDAY, SUNDAY MIDNIGHT and MONDAY, AUG. 27—28—29
Smith Ballew in
"Roll Along Cowboy"
TUES. & WED., AUG. 30—31
Double Feature Programme
Johnnie Davis and Lola Lane in
"Mr. Chump"
also
Don Terry and Rosalind Keith in
"Dangerous Adventure"
Special Children's Matinee at Goldfields Theatre every Saturday Morning at 11.15 a.m.—Children's Tickets—10c