

The Porcupine Advance

TIMMINS, ONTARIO

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THE NEW CANADIANS

The Sudbury Star in referring to the people who come to Canada from foreign lands says that while these New Canadians are very welcome here, they should be prepared to be loyal to the country and to be good citizens. It is only fair to say that practically all the New Canadians show very proper appreciation of their responsibilities to the country and Canada has no more loyal citizens than the majority of these New Canadians. Some of the best citizens of Timmins are men who left their native lands to seek better opportunities and happiness in this Dominion. Here they have found a security and a liberty that they did not know before, and their attitude towards Canada is based on this fact. Not only are they loyal to Canada but on proper occasion they take opportunity to demonstrate that loyalty. Time and again Timmins has been shown that the new Canadians love Canada, are ready to make sacrifices for this land. More of them each year seek Canadian citizenship and settle here. There are a few who make this land simply a convenience for their own advantage. There are a few who abuse the liberty that is here. But these are a very small proportion of the New Canadians. The most of them are making their homes here and bringing up their children to be British-Canadians. They will prove to be a strength to Canada instead of a weakness. One of these New Canadians returning some weeks ago from a visit to his native land, phrased the idea of the majority when he said:—"There's no land like Canada. Here there is security, liberty, chance for happiness! Canadians don't know how fortunate they are!" These words are well worth thinking about. It may be that in Canada the people are so accustomed to security and liberty that they do not give these things full value. Most of the New Canadians know that the land of their birth lacks the security, the liberty found here. Because of this they appreciate to the full the measure of safety and freedom that other Canadians may take for granted. There was a time when to a large number of people of foreign birth the great ambition seemed to be to make some money in Canada and then get back to their former land as soon as possible. That has ceased to be a common practice. Now it is more likely that the New Canadian who has made some money here will take a trip to his old home. In most cases he returns with the thought, "there's no place like Canada after all." The New Canadian has much to bring this country—traditions, music, art, folk lore, and many other forms of culture that will enrich Canadian life. At the present time conditions are not such that further population is desirable. Probably the turn to prosperity will be along soon, and then more New Canadians may be accommodated here. With reasonable care in the choice of nationalities encouraged to come here, they will be found excellent citizens. With a leaven of British stock they will take due part in building up a great country. In the meantime, however, it is well to give some special consideration to the average New Canadian—industrious, enterprising, friendly, and ready to be a good citizen of this goodly land.

NO DISARMAMENT

In Britain there is noted now a disposition to question the recent temporary peace. In the first enthusiasm, there was a tendency to hail the statements of Premier Chamberlain as foretelling not only a general peace for the time being, but the promise that "never again would Italy, Germany, France and Britain go to war with one another." Sober second thought, however, is tempting even the enthusiastic pro-Chamberlain newspapers to weigh the terms of the peace and the promise of friendship in the light of facts and reason. It seems to be admitted now that Chancellor Hitler secured practically everything from Czechoslovakia that he demanded in the first place. There is the thought that the former Lord Admiral of the Fleet, Duff-Cooper, was right in saying that any slight show of reason on the part of Hitler followed the mobilization of the British fleet. In other words, Hitler was not so anxious to defy Great Britain when he learned that Britain would actually take up his defiance if the worst came to the worst, and that Britain was preparing for such an eventuality. It is easy to realize then that it may not have been diplomacy or tact or sweet reason that won the present peace, but rather the show of force, the threat of force. It appears impossible to escape the belief that the peace was due to force and the threat of force, and that in the peace no less than in constant threat of war that has been hovering over Europe so long, the deciding factor after all is force.

As for promises of friendship, treaties of friendship, what value have these agreements in this present world? It is still the age of the "scrap of paper." France and Great Britain can scarcely

escape the charge that they, too, have apparently forgotten treaties in the fear of war. This is not to say that France necessarily should have declared war in connection with the Czechoslovakia case, or that Britain should have followed suit as the pledged ally of France. It is simply to point out that treaties no longer appear to carry the supreme weight that they were once supposed to do. Anyone who places too much faith in the pledged word of any nation to-day must be more than simply an optimist. The United States escapes the onus of any treaties by simply refusing to sign the same, even though the United States may actually dictate the terms. That does not help the situation any.

Sober second thought will convince most people that the present peace, and future friendship between the four great powers, are based solely on good will and good faith. It does not need a pessimistic mind to suggest that to depend on the good will or good faith of Nazi Germany is taking a chance that a sober Chinaman would refuse. British newspapers incline now to the idea that the terms of the recent peace are not the best that should have been obtained and that the peace itself will be only temporary. There is, of course, the comfort that even to defer the horrors of war is to accomplish something. But it seems inescapable that force is still the ruling factor in the matter of world affairs. Because of this there should not be the slightest concession to those premature minds who suggest another doze of disarmament. The lesson of the last disarmament should not be forgotten. There should be no suggestion of any reduction in British efforts at preparedness. Indeed, it is not too much to say that the more Britain arms and prepares for a war that all hope may be avoided, the greater the chance that the present temporary peace will continue. It is a sad fact that force rules the roost in Europe to-day.

A LESSON TO OTHERS

The sad fate of Czechoslovakia should carry a lesson to other nations, small and great. It is doubtful if Czechoslovakia will be permitted to defend itself by the lesson, though the nations of the world certainly should allow Czechoslovakia this deferred privilege. The lesson is that Germans should not be permitted to segregate themselves and organize to take over their part of the country. Czechoslovakia, in self protection, should be permitted to deport every German from her pitifully restricted present territory. There should be no force placed on Czechoslovakia to force that country to trade with Germany or to hold any intercourse with the land of Hitler. The world also should be clearly informed that products that will come now from the industries stolen from Czechoslovakia are not the same as the many articles that have been so popular in many countries where "made in Czechoslovakia" was a trade mark that won respect. The Germans who have now flied these factories from Czechoslovakia without compensation or redress should not be permitted to use the word "Czechoslovakia" at all. The goods henceforth should be labelled "Made in Greater Germany," or at least, "made in the German Sudeten." Hitler and his cohorts should not be allowed to profit by the art, the industry, the enterprise that have made Czechoslovakian wares so esteemed in many countries. The German products should be truthfully labelled hereafter, so that civilized people may know what to do about them.

Other nations, removed from the immediate threat of German force, should guard themselves by making sure that no German minority is permitted to agitate and organize after the manner of the Sudeten Germans. Any attempt by Germans to so agitate or organize should be followed by prompt deportation. Some of the bitterness of the Czechoslovakian situation will pass, if other nations learn the lesson, assuring for themselves the truth of the words, "It cannot happen here."

GRAVEL AND SAND—AND PLACER

Pity the linotype operator! It is only a little while ago that he had to be able to spell "Sa. da Estrella," "Guadalajara," "Valladolid" and things like that. He had the comfort that he didn't have to pronounce them. Next came the war in China, and the unfortunate linotype operator had to tackle ones like "Siangyangfu," "Pingsiang" and "Tsinghachen." These latter are not pronounced; you have to sing them. Lately, the operator has had to deal with "Praha," "Budejovice" and "Czechoslovakia." Editors write in such a way that if a linotype operator cannot spell, it is too bad. There must be a special Heaven for good linotype operators who spell well, for they have little hope in this world. Likely in a month or two, they will have to tackle "The Fuehrer," "Rumania" and "Sighisoara."

It was interesting to watch at the corner of Third avenue and Pine street and the corner of Fourth avenue and Pine street on Tuesday after the new traffic lights were put into operation. While most motorists are more or less accustomed to traffic lights from their visits to the South, they were something new in Timmins and it was amusing to note what happened. Many motorists didn't notice the lights and sailed right by. Others stopped for the lights, irrespective of the colour of the lights. Pedestrians acted the same way, only more so. People watching the proceedings were sure that a serious accident would occur before the

Mrs. M. Roy Up for Attempted Murder

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Issue Bench Warrant
When Fernand L'Hereux failed to put in an appearance to a charge of stealing a bedstead from Dilia Timm, the magistrate directed that a bench warrant be issued for his arrest.

Youth Bound Over
Fernand Timm, who pleaded guilty to a charge of stealing cigarettes valued at \$6.10 from a National Grocers truck was bound over to keep the peace for two years and paroled in the custody of Morality Officer Charles Joliffe.

Had Wine Illegally
Joe Neville and Arnold Matchett, charged with having wine in an illegal place, were fined \$25 and costs with an alternative of thirty days. Leo Lavoie, facing a similar count was given a week's remand. Four drunks were ordered to cough up with \$10 and costs or take a thirty-day "rap."

Liquor Without a Permit
Mike Muhvich, convicted on a charge of having liquor in his possession without a permit, was fined \$100 and costs. Mike Morin, a roomer at the Muhvich house on Balsam street, testified that two beer bottles containing small quantities of gin and brandy that were found in a room in which Mrs. Muhvich was sleeping, belonged to him. The two bottles were found on the floor but the accused denied any knowledge of them being there. Morin said that he had put the liquor away for the "next morning." He told the court that while he slept on a couch in the front room, he kept his clothes and other belongings in Muhvich's bedroom.

"This sounds like a pretty fishy story to me and I have no doubt that Muhvich knew the liquor was in his room," said the magistrate. "It's the same thing in all these cases. They get someone to take the fall when the whole evidence shows that it is nothing but a blind pig," commented His Worship in passing sentence.

Game and Fisheries Act
Jerry DeForge paid a fine of \$10 and costs when he pleaded guilty to a charge under the Game and Fisheries Act of illegal possession of a gill net.

Traffic Charges
Judgment was reserved by the magistrate in a reckless driving charge against Leo Racicot, of Connaught, who was alleged to have pulled out from the curb on Pine street and struck an oncoming car. A similar charge against

Arthur Jackson was dismissed for lack of evidence. Chrysologue Portlaine was fined \$10 and costs for illegal use of license plates. Jack Cuberton paying the same amount for operating a motor vehicle without a chauffeur's license. A drunk charge count against William Merinchuk was adjourned as was a charge of failure to remain at the scene of an accident against Henry Timm. Eleven motorists, charged with illegal parking were assessed \$1 and costs.

At his own request Leo Lefebvre was given a week's remand on a charge of failing to provide for his wife and family. The charge was laid by James Meshan, of the local relief department.

Remanded for Observation
At the suggestion of police officers Alfred Pilon, a vagrant, was remanded a week for medical observation.

Monteith Govt. Farm to be Reformatory

(Continued from Page One)
The section being incarcerated at Halleybury, which has a modern but small jail and has been badly overworked for some time. The use of the Monteith farm as a custodial institution is only a temporary expedient until a definite policy is determined in connection with the construction of a permanent jail at Cochrane.

"It is interesting to note that the Monteith property was first operated by the Ontario Department of Agriculture from 1907 to 1922. During the latter years of that period, returned soldiers, desiring to engage in agriculture, were placed in residence there and received training. In 1922 the property was transferred to the Department of Education, and the Northern Academy, a boarding high school, was established. For some time 200 boys and girls were in residence there. After the mining and pulp towns became well established with good high schools and colleges, it was not required for that purpose. It is now being placed in use for the training of prisoners, in line with the government's policy of providing useful work wherever possible."

Waterloo Chronicle: It was reported that the King of Italy threatened to abdicate, should Mussolini decide to plunge Italy into war on the side of Germany. It might have proved the end of Il Duce's political life.

How Much Should be Spent in Advertising

Table of Percentages of Advertising for Several Industries.

(From Penticton Herald)

When a man buys an automobile he wants to know how much his payments are to be each month. When a man rents a home, he wants to know what the monthly rent will amount to. So, in each case, he lays aside a certain amount to cover the payments, rentals, etc.

And so it is with successful retail advertising. A merchant should know how much he is going to invest for the entire year, not just one month ahead. The merchant has laid aside an amount to promote his business. And by promote it means not only to sell goods, but to hold the trade he has, to bring new customers to his store, to create goodwill toward his firm. In other words, advertising is like an insurance policy. You buy life insurance to protect your family and build up a retiring plan; fire insurance to protect your investment, and so on. Advertising is an insurance policy to hold your present business and bring in new business. For it is well to know that your competitor is anxious to get the business from your customers. If one stops promoting his business, stops inviting people to his store, the aggressive merchant who keeps his name before the public is bound to win out in the long run.

How much should be spent each year in promoting your business? What percentage of gross sales? Although there is a number of statistics distributed to merchants, the percentages are as follows:

Department stores	1.9 to 3.1
Grocery stores	1.0 to 2.0
Meat Markets	1.0 to 2.0
Haberdashers	3.3
Women's wear shops	3.1
Furniture	6.3
General merchandise	1.5
Drug stores	1.0
Cleaning and dyeing	3.3
Shoe stores	2.9
Electric shops	2.7
Herdware	1.0
Jewellery	3.1
Florists	5.0
Millinery	2.2
Muir stores	3.3
Restaurants	3.1

Special shops
Once a merchant has made up a budget he should keep to it.

Members of British Legion to Police Czech Vote Areas

London, Eng., Oct. 4.—The Foreign Office announced today that the Government had accepted the offer of the British Legion to provide a force of 1,000 volunteer police for duty in plebiscite areas of Czechoslovakia. The members of the war veterans' organization will serve for about six weeks, it was stated.

Exchange: A man's got horse sense when he can say "nay."



"At Bridge....."

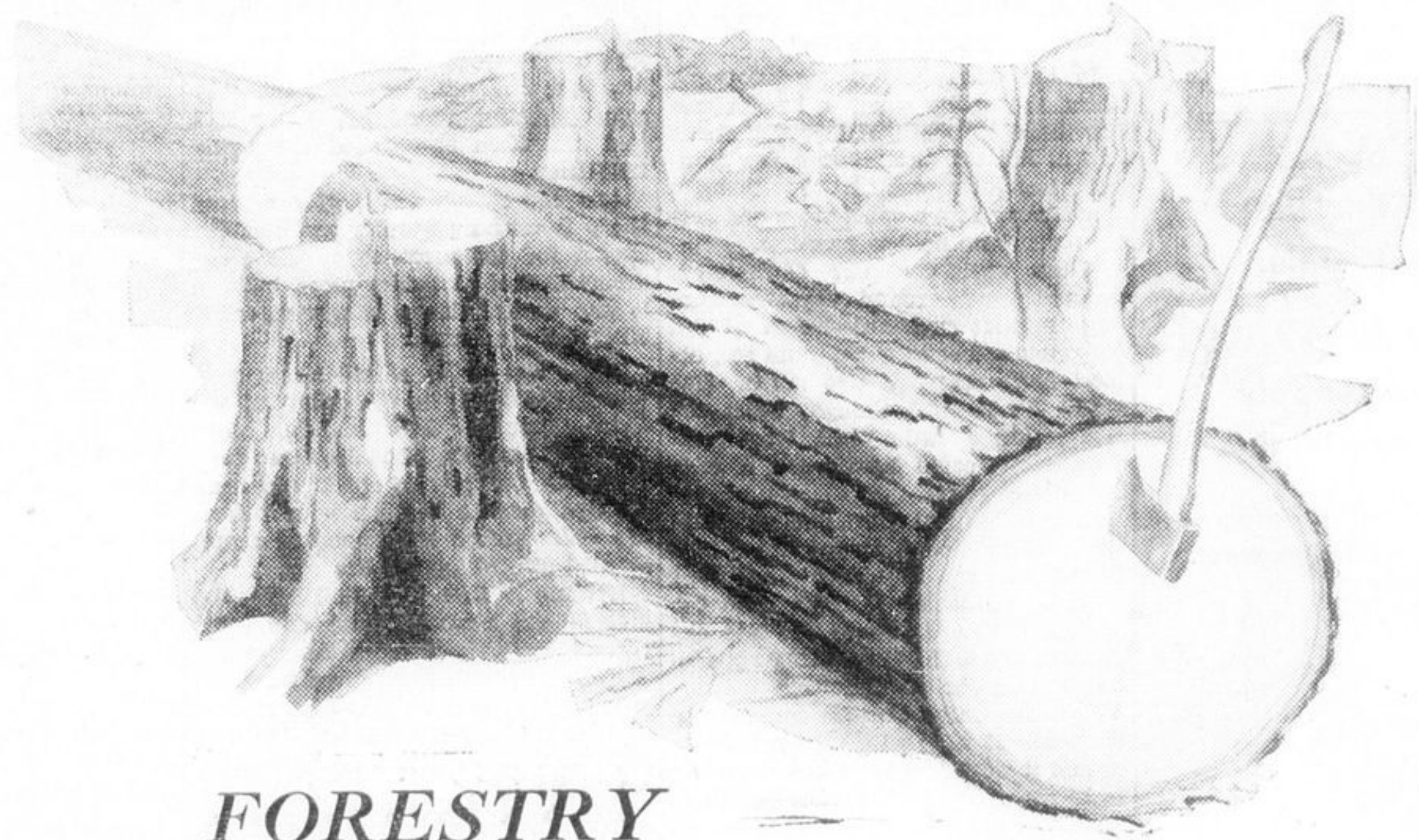
I had the most nerve-racking time. I would lead a diamond only to have it turn out to be a heart. After tolerating "nasty looks" and "short remarks" for a while, I thought something should be done about it. The whole trouble was with my eyes. Mr. Curtis soon put an end to that trouble and while I'm not exactly a "Culbertson," I play a fair game now, thanks to my new glasses."

LIBERAL TERMS MAY BE ARRANGED AT

CURTIS

OPTICAL COMPANY
14 Pine St. N. Phone 835

IMPERIAL BANK'S USEFULNESS TO CANADIAN BUSINESS



FORESTRY

Consider the problems of the lumberman who has camps, mill and equipment. His men cut logs all winter. In the spring the river drivers or the logging railway and the steam tug-boat bring them to the mill.

During the summer the logs are sawn into "green" lumber. It must be dried and seasoned. An entire year goes by before the lumber is finally sold. How is that year financed?

By Bank credit. The woods operator

obtains Bank credit on the security of his logs and lumber. The Bank furnishes the money to meet the pay-rolls and the accounts for supplies.

Imperial Bank of Canada maintains many branch offices at frontier points to serve the lumberman and the pulp woods operator. And their employees have a welcome opportunity to open savings accounts where they know their money will be absolutely safe, or will be safely remitted to their homes for them.

IMPERIAL BANK OF CANADA

Head Office: Toronto

BRANCHES THROUGHOUT CANADA

A. E. Phipps, President
H. T. Jaffray, General Manager

motorists and pedestrians all caught on to the traffic lights. But there were no accidents. This was partly due to the thoughtfulness and interest of the police. Although the force was depleted on account of so many having to attend court at Cochrane, there were officers stationed at times at the two corners to help traffic obey the lights. The police showed the right spirit—the idea being to help the situation, assist the public in obeying the traffic lights, and with no thought of arrests or court cases for the present. Eventually, of course, it will be necessary to require strict observance of the traffic lights for the public safety, but in the meantime the police are doing no more than to earnestly seek to assist the general public in

watching and obeying the new traffic signals.

The Dominion Bureau of Statistics gives out, from time to time all sorts of interesting facts and figures. For instance, it was announced lately that Canadians spent \$89,000,000 a year for milk. That looked like a lot of money for just drinking. Another item from the Bureau of Statistics was to the effect that Canadians expended \$159,000,000 last year for intoxicating liquors. That also looked like a lot of money for throat treatment. But when somebody comes along and puts the two items together:—\$89,000,000 for milk, and \$159,000,000 for liquor; then the milk bill doesn't seem to be enough; or something!

Kiwanis Club to Distribute Books

A plan for the distribution of library books in outlying sections of Timmins and small villages in a wider area, was tentatively discussed by members of Timmins Kiwanis Club on Monday. It is planned that a canvas of the club members for books will be made with a possibility that solicitation will be widened to include the entire town. Books will be circulated through Home and School Clubs and other agencies.

With the exception of this topic the remainder of the meeting was devoted to the reception of routine reports.